

In a world of increasing specialization and growing complexity, entrepreneurs often have to work together in so-called “innovation ecosystems” to build an ecosystem-wide value proposition. A growing body of literature on innovation ecosystems and business modeling addresses these challenges from a scientific-analytic perspective. In the absence of a comprehensive approach that would empower entrepreneurs and managers to map and design an innovation ecosystem, we set out to design such an approach. The result is the so-called Ecosystem Pie Model (EPM), a modeling framework in the form of a graphical tool and an associated toolkit. The EPM was tested in more than 200 cases. In this keynote, I reflect on the development trajectory of EPM, also in terms of design science methodology.



SJOERD (GEORGES) ROMME is professor of Entrepreneurship & Innovation at Eindhoven University of Technology. He obtained an MSc degree in economics from Tilburg University and a doctoral degree in business administration from Maastricht University. Professor Romme was an International Visiting Fellow at the *Advanced Institute of Management Research* (AIM) in the UK (2005-2007), and is recipient of several educational and best teaching awards from the *European Foundation of Management Development* (EFMD) and the 2016 *Tjalling C. Koopmans Asset Award*. He has been one of the original pioneers who brought the design sciences to organization and innovation research. His monograph *The Quest for Professionalism: The Case of Management and Entrepreneurship* (Oxford University Press) received EURAM’s Best Book Award 2017 as well as Responsible Research in Management Award 2017. Professor Romme also co-founded the EIT InnoEnergy S.E., one of the first Knowledge & Innovation Communities funded by the EIT.

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