

Why does a business ecosystem exist in Nebraska?

Q1: What is a ‘business ecosystem?’

A1: An ecosystem is an ‘opportunity environment’ and community of ‘shared imagination.’ It can be a new organizational life form.

Q2: What is the purpose of a business ecosystem?

A2: The purpose of an ecosystem is to forge new economic relationships and promote mutualism. Also, to empower members with marketing and PR tools that educate and foster new respect.

Q3: Who is attracted to membership in a business ecosystem?

A3. Potential members are interested in the simultaneous pursuit of differentiation and low cost to open up a new market space and create new demand. They also value reasonably priced resources.

Q4: What are organizers of ecosystems expected to do for members?

A4: Ecosystem organizers become ‘architects of cooperation.’ They foster ‘integrative visions.’ Sometimes, they create complementary products and services that multiply the ‘force’ of each member.

Q5: What is the overarching idea behind the NEWbraska ecosystem?

A6. NEWbraska exists to ‘trap and convert energy’ that revitalizes members’ organizations so that young, high skill workers live and work here and become a magnet for new employers. This cannot happen without the steady involvement of proactive executives who care about more than quarterly earnings and quick profits.