



Born in Finland Refined in Cambridge Grown in Europe

Expert Networks

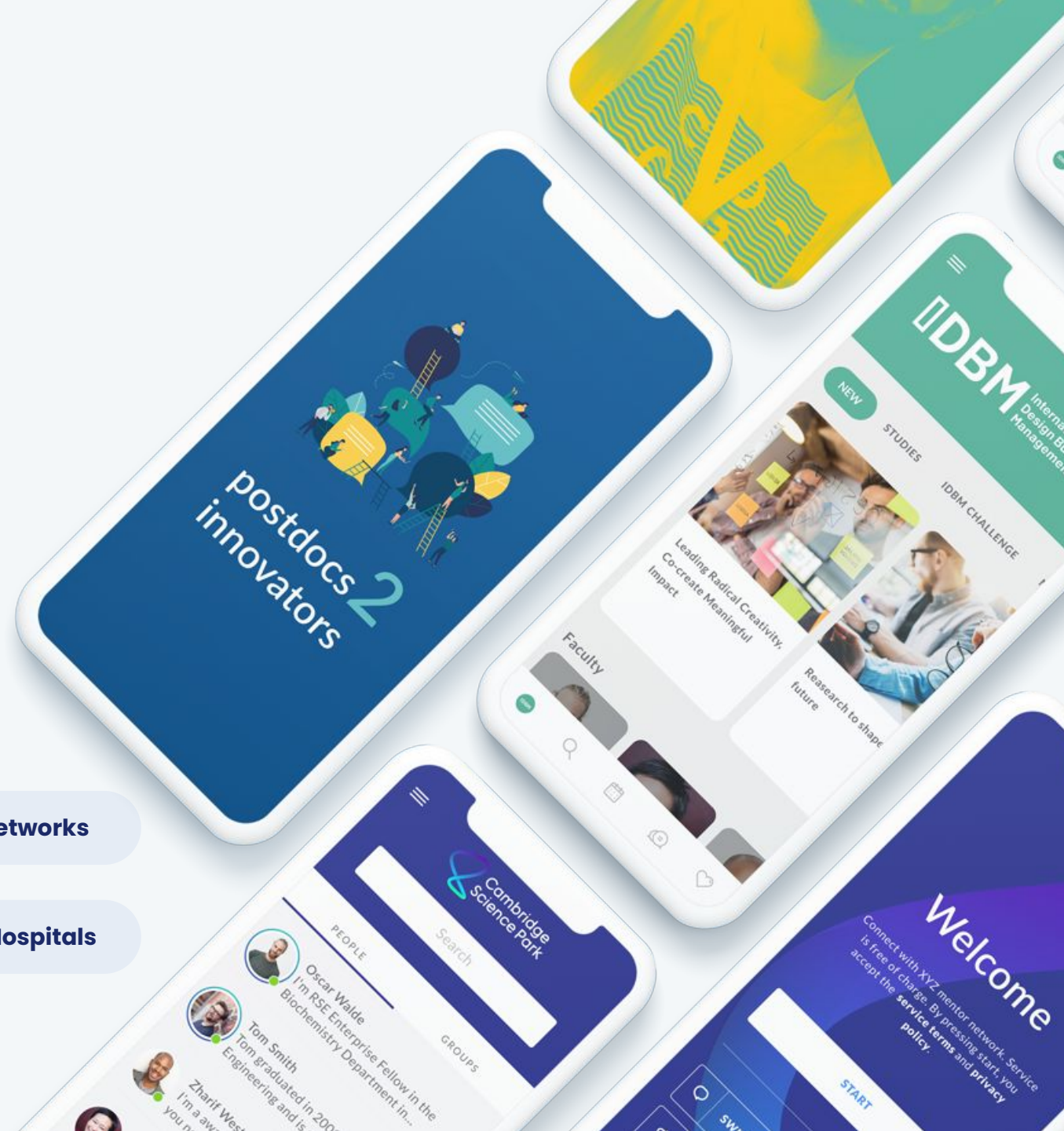
Business Networks

Support Networks

Universities

Science Parks

Teaching Hospitals



Creating Community Platforms

Motivation Based Approach & Community Design

Case Example: Toivo Patient Peer Support:

Since OLKA was created, voluntary peer support in special medical care areas has been in high demand.

The COVID-19 pandemic disrupted the operations, as hospital visits of the supporters had to be canceled.

To meet the growing demand of support, while tackling the restrictions in live contacts, OLKA started a digital transformation project with a simple goal: Scale-up the program by going virtual. What emerged was something totally new: Toivo application —a platform to connect the volunteers and the patients easily in the time and place of their own convenience.

Toivo

- Patient Peer Support

- Toivo peer support app brings hope and support for people with serious illness
- Ecosystem platform with multiple participating NGO's
- Dissolved district and hospital boundary restrictions



1

Olka —a patient support coordinator — was facing more need for peer support than what they could provide. To increase the number of support hours a more effective way to organise the support was needed.

A mobile platform was created by Mesensei in 2021 with the intention of scaling up the program by converting it into digital format.

2

Initially the service included 22 patient support organisations with a few peer supporters per each.

As Olka spread the word about the platform, they quickly received requests from support organisations from all over Finland to be included on the platform.

3

The service started to ramp up in May 2021 by onboarding the piloting organisations and their peer supporters.

By May 2022 the service had provided over 800 support contacts validating the concept and technology.

4

Even before the service is due to be announced in media in October 2022, it already has 37 organisations and over 100 trained voluntary peer supporters available with steady increase in support requests.

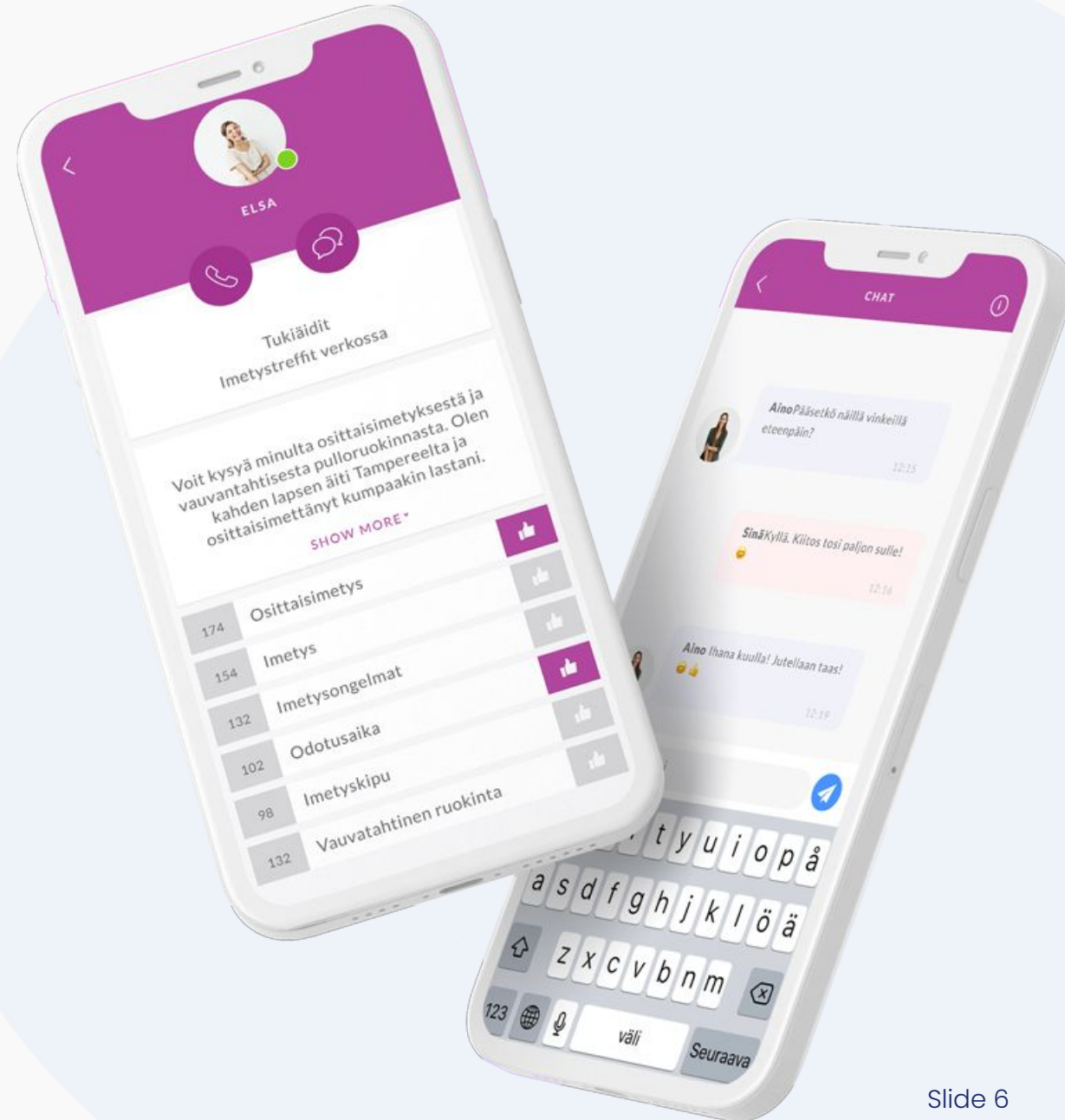
The expectation is to have over 50 organisations on the platform before the end of 2022.

The number of organisations and voluntary peer supporters makes it already the biggest peer support service in Finland, possibly in Europe. It is recognised as novel and groundbreaking service in its field.

Rinnalla

- Breastfeeding Support

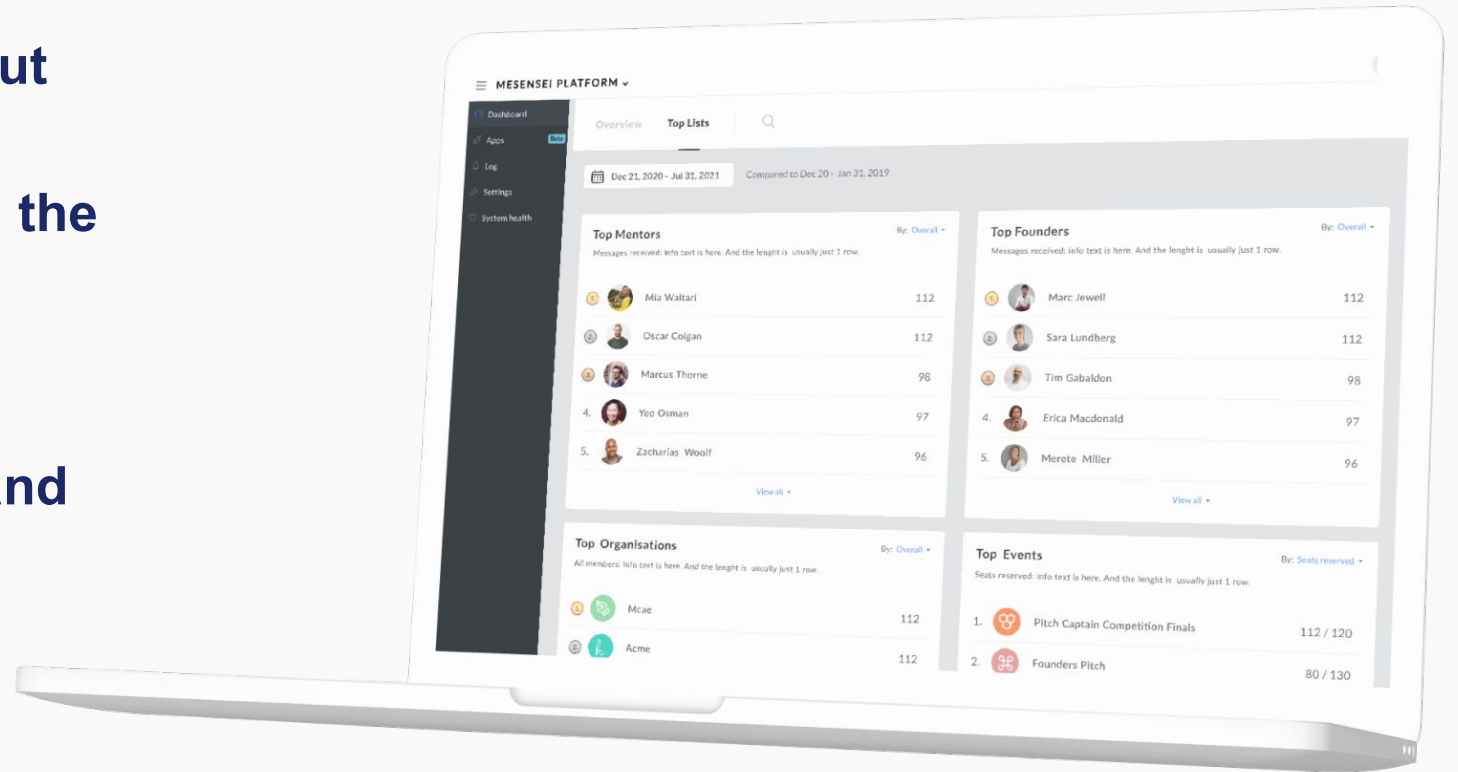
- Dedicated single purpose platform for one operator
- Made the support available 24/7
- 50 000 discussions during 2022



**Shared mission and shared
stories
are driving forces for peer
support.**

Digital Platform Makes it Possible to

- Collect transactional data about contacts; volume time, cycles, search terms, context in which the peer support is needed
- Collect immediate qualitative and quantitative feedback data



...drive data driven decision making

Expanding, reach, scale and impact

Mobile service makes it possible to



Go from local to global

Also for the supporters!



Remove time limitations



Reach wider audiences

Digging Deeper

— Why, when and how

Challenge:

How to increase participant member value and impact for the community as a whole?

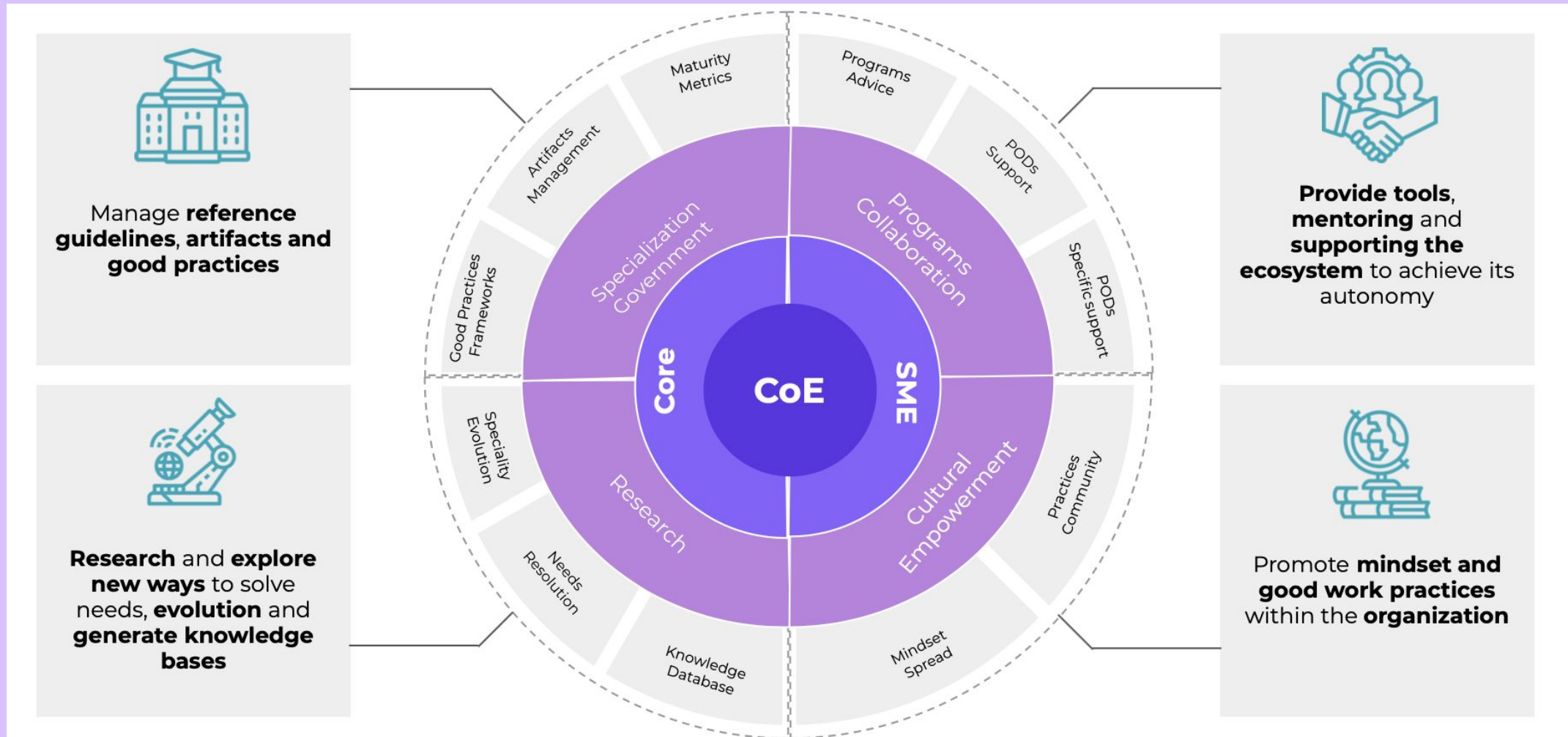
Business Case Example:

The XES Entrepreneurship Society used the Mesensei motivation based approach and community design method to create a mobile center of excellence to support startup entrepreneurship.

Since launch, the XES platform has attracted close to 2000 visitors. More than 200 of them being converted into registered XES members —10x growth from the core founding member base of 20 volunteers and board members.

See next slide for more details.

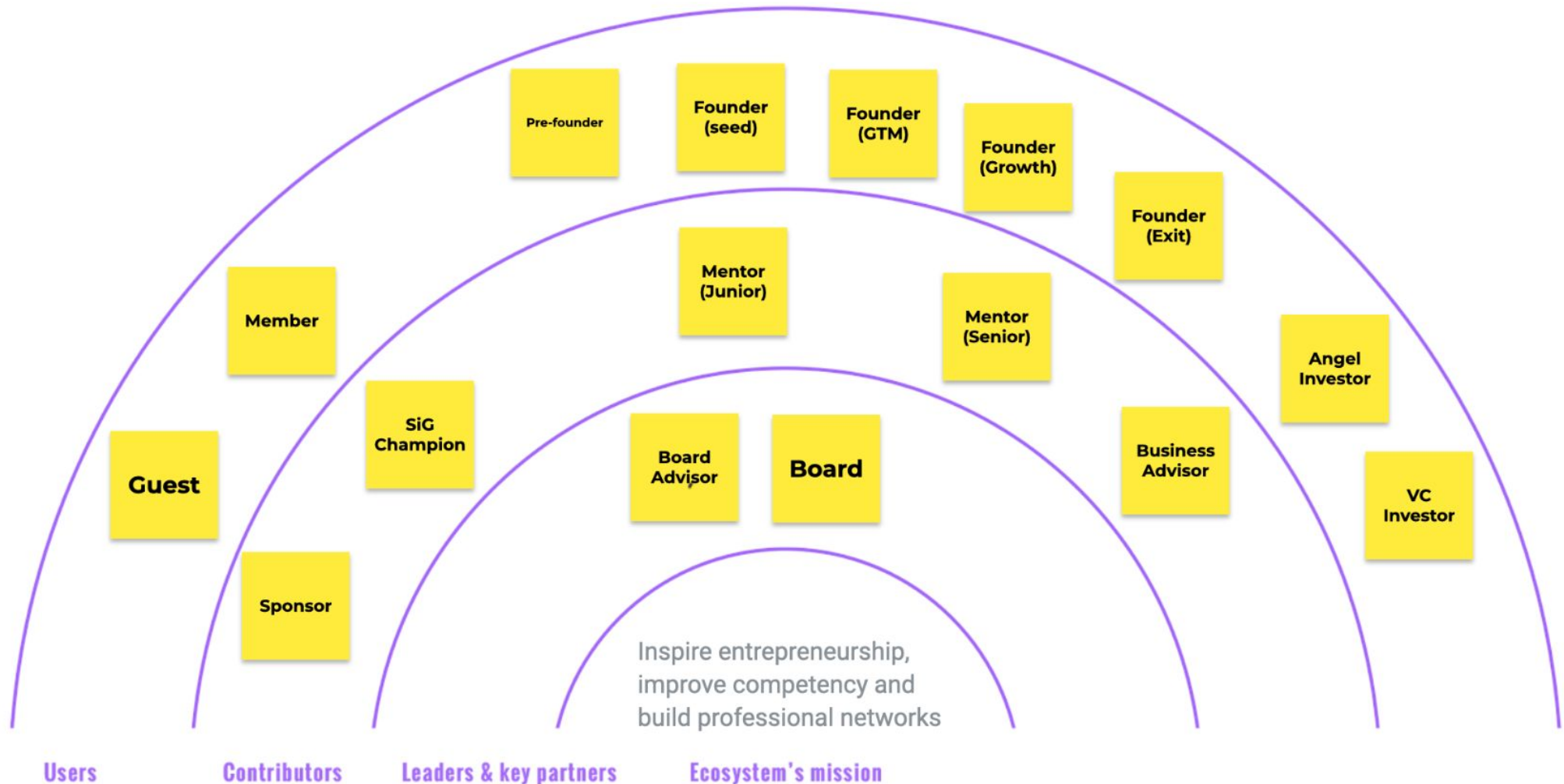
Service concept: A mobile center of excellence to support entrepreneurship – best practises, combined to peer support and expert coaching.



A center of excellence, also called excellence center, is a team, a shared facility or an entity that provides leadership, best practices, research, support or training for a focus area
Image source: <https://medium.com/globant/why-organizations-need-a-center-of-excellence-345969f54f84>

Process Example: Conceptual Modelling Exercise


Map ecosystem participants to develop a conceptual model of user roles, 1-3 critical use cases, and content areas.



Process Example: Value Exchange & Motivation Matrix

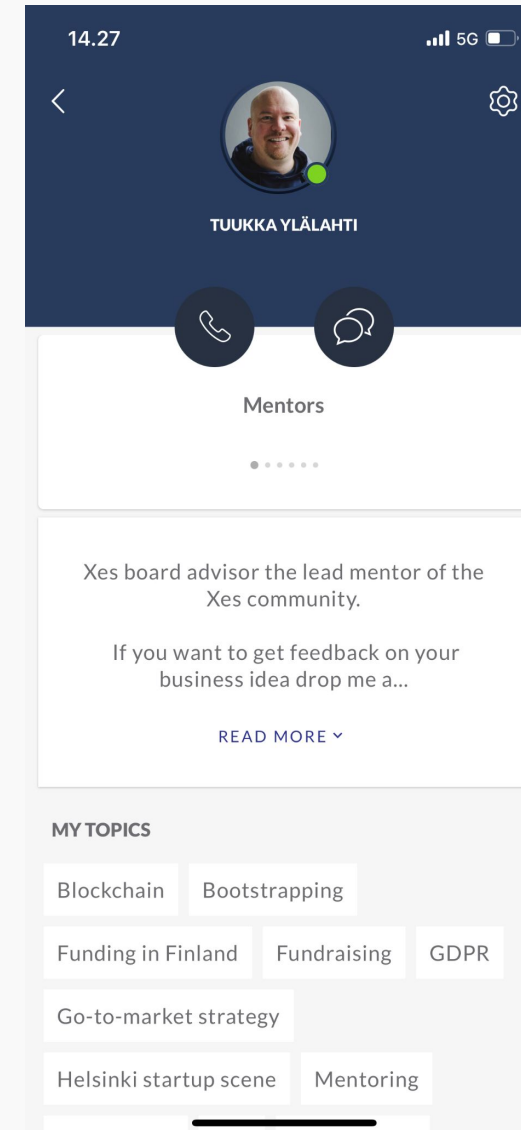
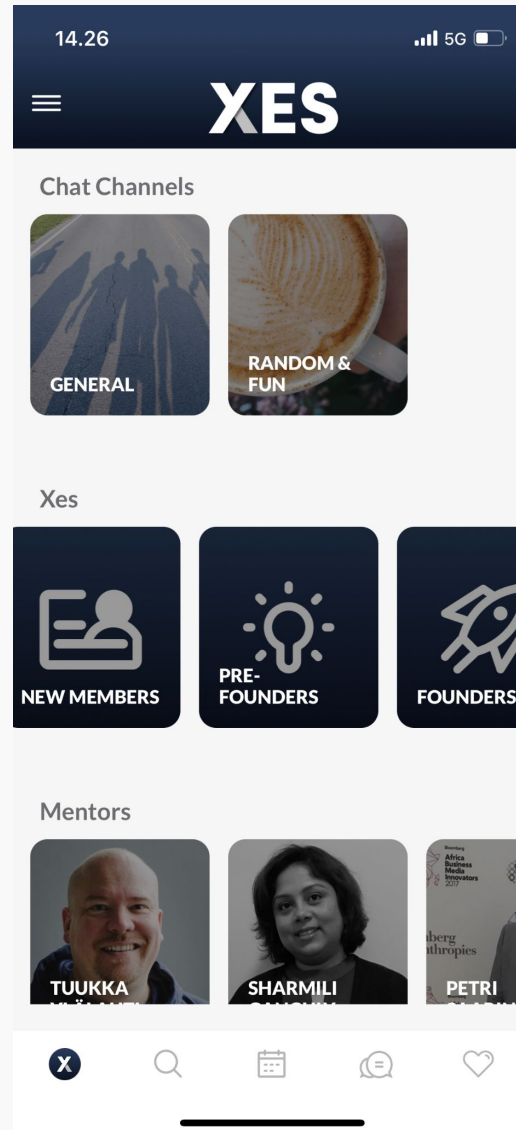
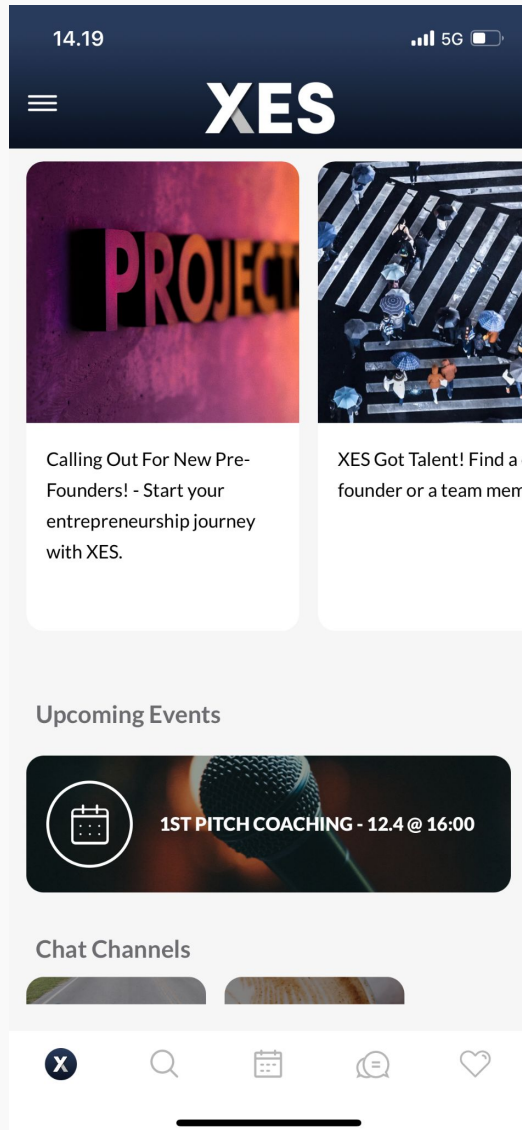
Map key interactions to create value proposition matrix for main user roles

Ecosystem Motivation Matrix v 1.0

Gives to 	Pre-founder	Founder (seed)	Founder (GTM)			
Pre-founder	P2P Support	- Contacts - Market insights				
Founder (seed)		- Special Expertise	p2p Support			
Founder (GTM)	Mentoring					

Process Example: Rapid Prototyping & Use Case Validation

Create a rapid prototype to validate critical use cases with end users. Discover needs, iterate and launch.

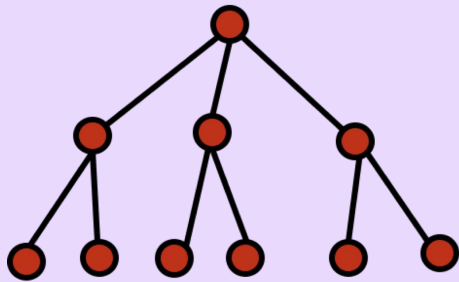


Ecosystem Stakeholder Management

Motivation Based Approach & Community Design

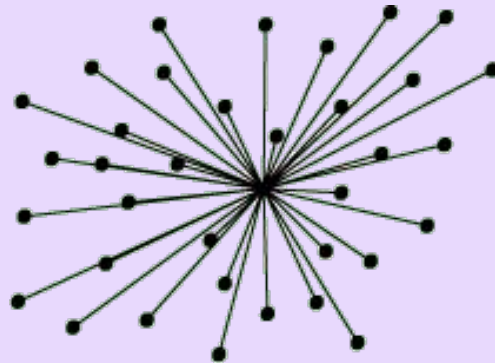
Stakeholder Management Is Increasingly Needed in Running, Growing and Transforming Business

Closed Systems



Weberian Bureaucratic Model

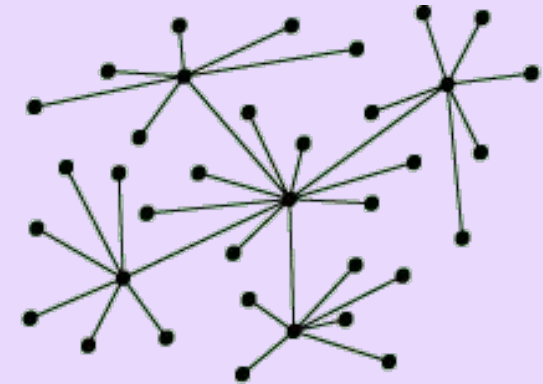
corporations or research institutions



Centralised Network

flat organisations or industry networks

Open Systems



Complex Ecosystem

innovation clusters, university consortia, joint operations networks

Aim:

To move from a closed organisation to a cross-organisational, cross-institutional and cross cultural ecosystem

Benefits and disadvantages of Closed Systems

- Weberian administrative bureaucracies: stable and predictable
- Integrated power verticals: decision makers are explicit
- Command & control structure: does not promote motivation based action
- Institutional reward-sanction power dynamic: often transactional - get paid or get fired...

Stakeholder management is important in Closed System matrix and across the line organisations when taking up new initiatives

Aim:

To move from a closed organisation to a cross-organisational, cross-institutional and cross cultural ecosystem

Benefits and disadvantages of Open systems

- Porous & fluxating networks: alternate between active and inactive
- Based on personal connections: decision making can be ambiguous
- Mission or purpose driven: inspiration is often critical to effective action
- Based on self interest or altruism: motivations often unknown, hidden or unarticulated. Rewards often intangible, personal or even non-existent.

Stakeholder management is absolutely critical — Know thy community!

Mesensei's experience and skills can help you to build a strong and dedicated community

Building a strong and engaged community is not an easy task. Community managers need to understand participant motivations, manage their expectations, and provide tangible support.

Mesensei specialises in community design. We have built upon decades of service design expertise and have created a highly effective methodology for community design.

Community design looks into how the community should be structured to increase the value of participation for its members and the impact of the community as a whole.

Our design tools and methodologies aim to increase the chances of transforming a group of people into a successful community.





Contact us to discuss how we can help you

**Born in Finland, refined in Cambridge,
grown in Europe**

Awarded and accelerated by:

*European Innovation Council 2020_Blockchains for Social Good

*NGI, Next Generation Internet_LEDGER_EU Horizon 2019-2020

*Airbus_Critical App Challenge_2019

*KIUS Accelerator 2018

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