

Ecosystem Control Points in Startup Market Entry Strategies

Idea:

This study will explore the critical control points within a market ecosystem that a startup must navigate during its market entry, by drawing upon case studies of extant startups in the medical sector. The research will focus on identifying and analyzing the various stakeholders, including end consumers, customer groups, and regulatory bodies, that are essential to a successful market entry. By adopting an ecosystem perspective, the study will examine how startups can leverage control points to create competitive advantages, mitigate risks, and ensure alignment between different stakeholders. The goal is to develop a strategic framework that startups can use to effectively manage their entry into complex and interconnected markets.

Study design:

Case Study (Cooperation with Startup)

Data:

Interviews and secondary data

Relevante Literature:

Bohnsack, R., Rennings, M., Block, C., & Bröring, S. (2024). Profiting from innovation when digital business ecosystems emerge: A control point perspective. *Research Policy*, 53(3), 104961.

Cozzolino, A., & Geiger, S. (2024). Ecosystem disruption and regulatory positioning: Entry strategies of digital health startup orchestrators and complementors. *Research Policy*, 53(2), 104913.