



DISCOVER YOUR ROLE IN THE DIGITAL FINANCE ECOSYSTEM

Mapping helps identify your association's role in the ecosystem. There are two types of mapping:

Market Mapping: Focuses on industry products and services from a customer's perspective.

Mission Mapping: Looks at the vision and mission of industry players.

Creating a Mission Map helps you:

- Position your vision within your industry's ecosystem.
- Identify market gaps where you can add value.
- Identify competitors and overlap with other associations.
- Identify partners, collaborators, members, and funders or sponsors.
- Identify emerging thematic areas or priorities for your activities and advocacy.

Step One: Identify Key Players

Step Two: Identify the Scope

Step Three: Record and Gather Information

Step Four: Analyze Your Research

Questions to Consider:

- What priority areas are they focused on?
- What key themes or topics are emerging?
- What spaces are already filled?
- What spaces are not being covered?
- What are the opportunities?

Use this information to position your association strategically within the industry ecosystem. Customize and update your mission map regularly to stay relevant and effective.

