

Reflection

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Introduction

Developing **ECOSYSTEM** became much more than simply completing a university assignment; it turned into a process of transforming an ambitious idea into a commercially viable business model. At the start of the project, I believed that to build a business, it was enough to create an innovative concept and offer a wide range of services. However, as I developed the business plan, I realised that entrepreneurship requires much more than just creativity. It requires critical thinking, constant evaluation, and a willingness to question one's own assumptions. Each stage of the project prompted me to rethink not only the business itself but also my own approach to creating sustainable value. This reflection critically evaluates how the process of developing ECOSYSTEM challenged my initial assumptions, strengthened my entrepreneurial thinking and transformed the original concept into a more realistic and sustainable business model.

Key Learning Points

The most important lesson I learned during this project was that business success should not always be measured by the number of customers. At the beginning of the process, I believed that for ECOSYSTEM to succeed, it needed to attract a large customer base. This assumption was influenced by the business models of many digital platforms, where growth is often measured by the number of users. However, as I analyzed competitors and developed the financial model, I realised that this approach did not reflect the true purpose of the ECOSYSTEM. The platform was designed to support strategic business development, stakeholder management and long-term brand growth - all of which require a highly personalised approach. As a result of my research, I decided to focus on carefully selected clients. This decision not only made the financial projections more realistic but also strengthened the platform's unique positioning. Instead of measuring success by the number of clients, I began to evaluate it based on the quality of relationships and the strategic

value created for each individual client. This change influenced the structure of my business plan.

Challenges and Responses

One of the main challenges I encountered during the development of ECOSYSTEM was creating a sustainable revenue model. Initially, I assumed that subscription fees would become the platform's primary source of income. However, while developing the business model, I realised that relying on a single revenue stream would limit the long-term sustainability of the business. To address this challenge, I redesigned the business model by introducing multiple monetisation opportunities, including Brand Voice development, strategic consultancy, stakeholder management, mentoring programmes and commission-based collaborations. This experience demonstrated that diversification not only reduces financial risk but also increases the long-term value created for each client.

An equally important challenge was determining the appropriate balance between artificial intelligence and human expertise. At first, I considered AI primarily as a tool for increasing efficiency. However, I realised that although AI could successfully automate the Brand Voice stage, activities such as strategic thinking, stakeholder management and relationship building required human expertise. To address this challenge, I designed ECOSYSTEM as a hybrid model where AI supports operational efficiency while professionals provide strategic guidance and long-term value.

Future Improvements

If I were to continue developing ECOSYSTEM, my next priority would be to validate the hybrid business model in practice. I would develop a minimum viable product (MVP) and test how effectively AI can support the Brand Voice stage while maintaining a high-quality user experience. I would also conduct interviews with potential clients to evaluate the pricing strategy, customer journey and demand for premium services. In addition, I would collect performance data to refine the financial model, improve AI automation and expand strategic partnerships. These improvements would strengthen both the commercial viability and long-term scalability of the platform.

Conclusion

Overall, this project changed my perspective on entrepreneurship. I realised that a successful business isn't built by offering the maximum number of services or attracting the largest number of customers, but by creating meaningful value based on a clear strategy. Working on the ECOSYSTEM project has strengthened my confidence that innovative ideas can be turned into commercially viable opportunities, and it has shown me that entrepreneurship means being willing to question the project's initial ideas and adapt to new knowledge and business developments.