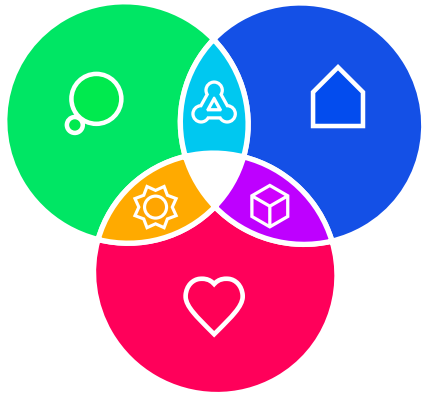
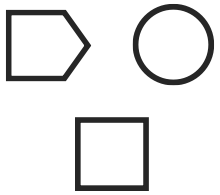


EDGY

Quick Start

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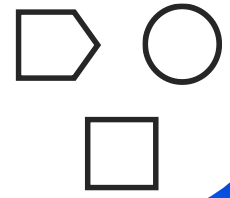
EDGY Quick Start



EDGY is a holistic, human-centered modeling language that supports co-design. EDGY provides an analysis model and a visual notation. They facilitate discussions when addressing and planning change needs related to business development.

EDGY is simple yet expressive. It's easy to learn and use. It's colorful and visually appealing. That's why it works for many purposes, as a shared language for all stakeholders - from strategic planning down to individual development actions.

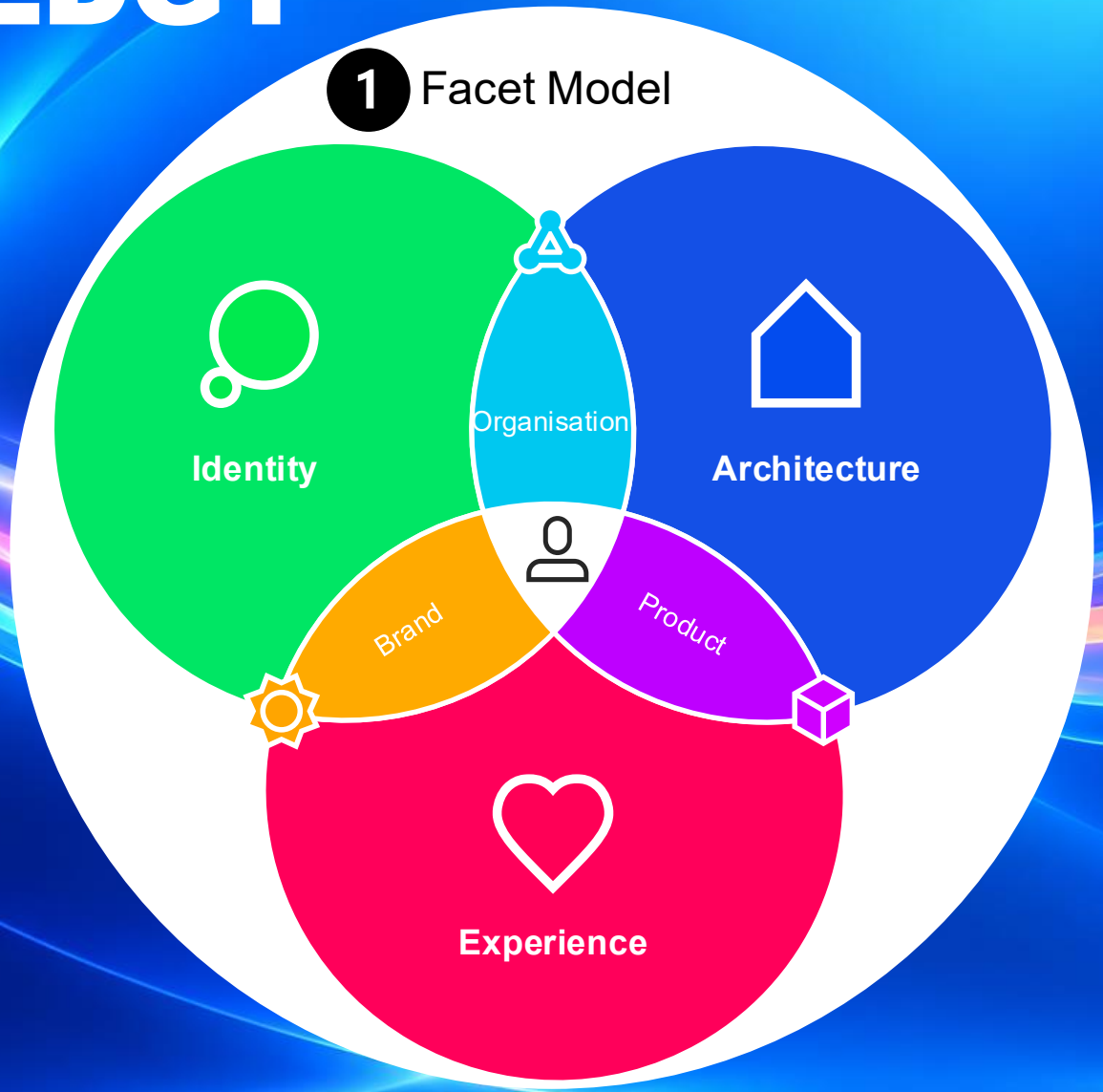
This quick start will help you get started fast. You'll learn the basics of EDGY: how to use the Facet (perspective) model as an analysis model, and how to visualise things using the notation.



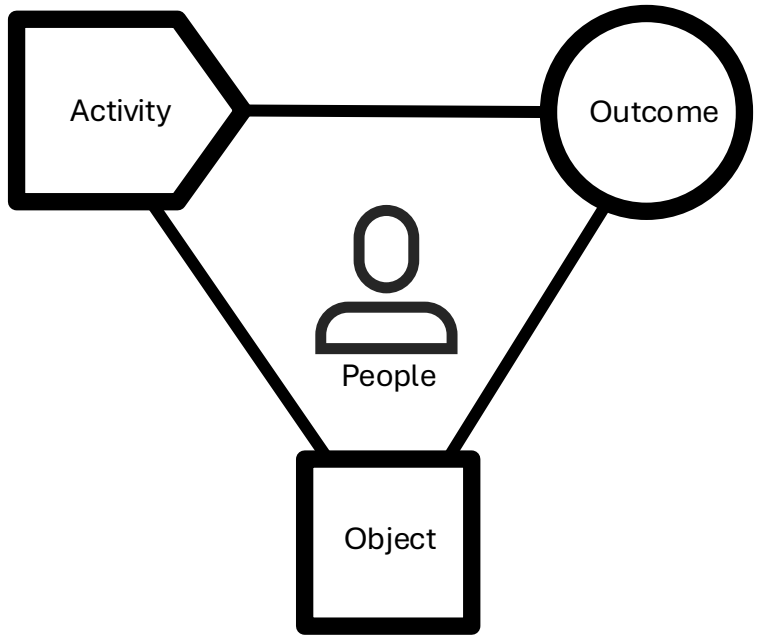
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EDGY consists of two parts

1 Facet Model



2 Notation



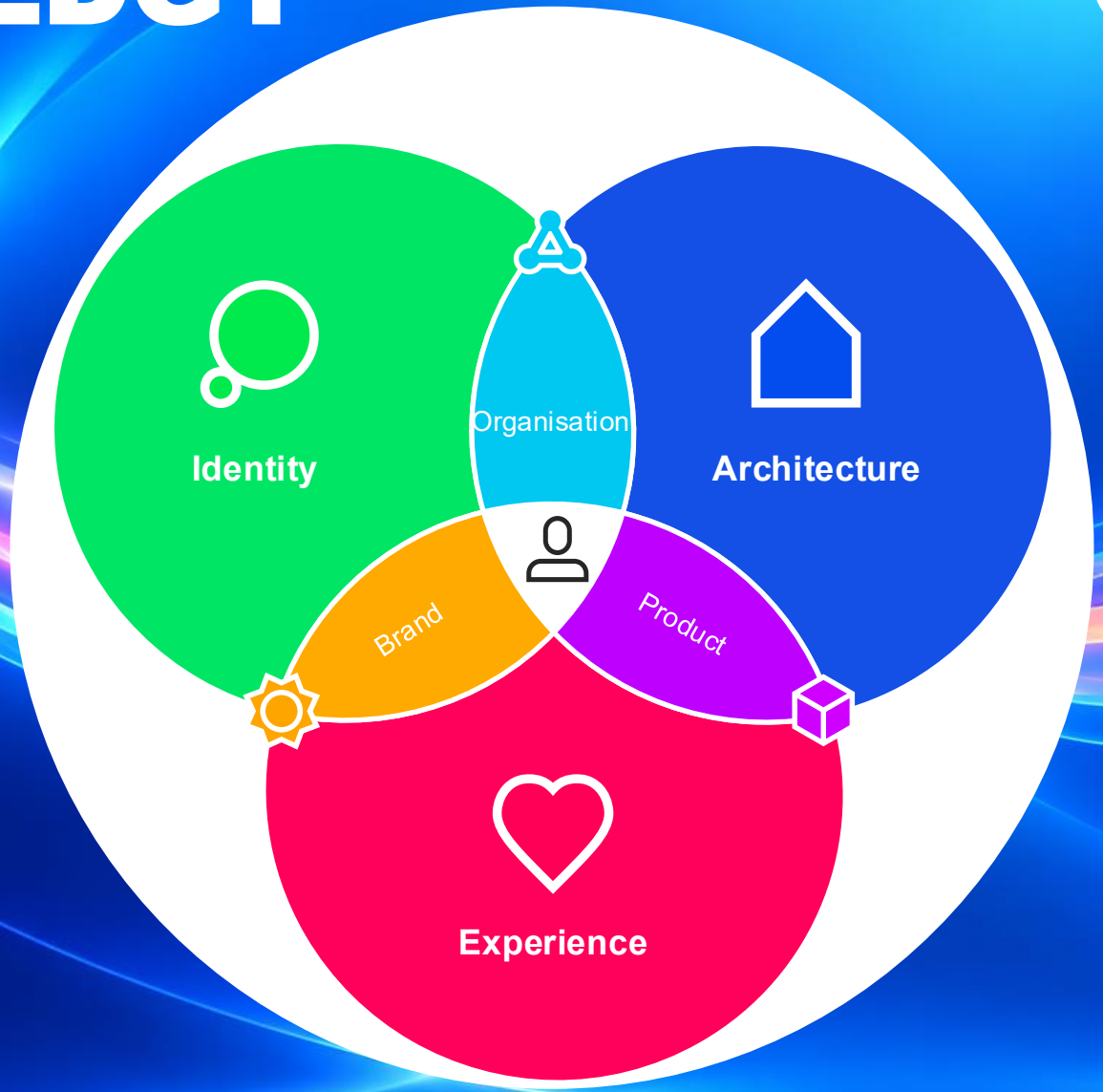
Base elements

They connect together 1) abstract analysis and 2) concrete visualisation.

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EDGY

1



Facet Model

Serves as a map for analysing the enterprise being developed.

The Facet Model offers three 'lenses' - **Identity**, **Experience**, and **Architecture** - along with their intersections: **Organisation**, **Product**, and **Brand**.

These are properties that appear in all business. They help us shift perspectives, ask clarifying questions, and identify how different things influence one another.

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EDGY

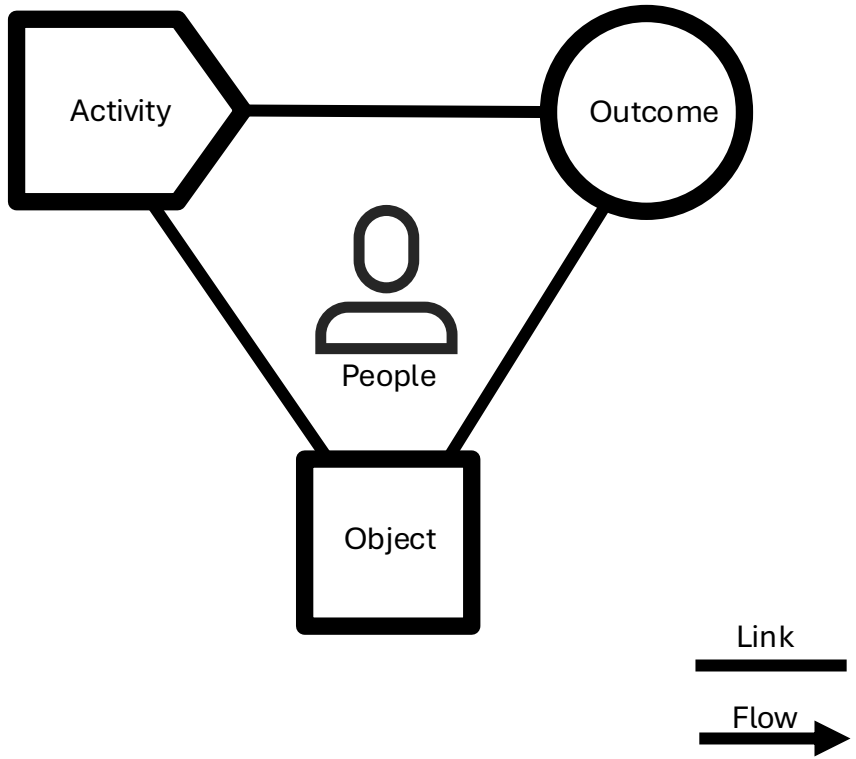
2

Notation

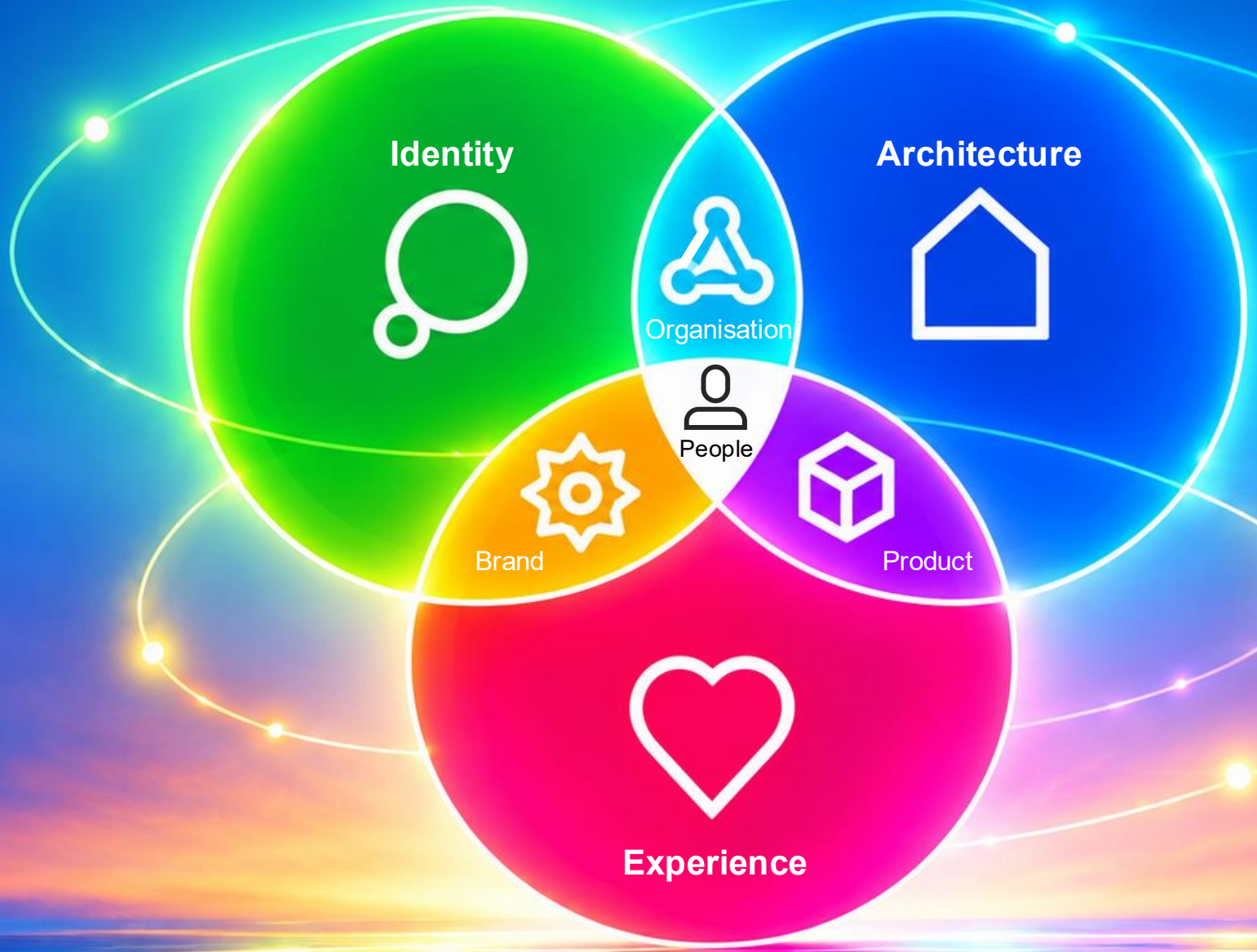
A set of simple visual elements used to model an enterprise's behavior and structure.

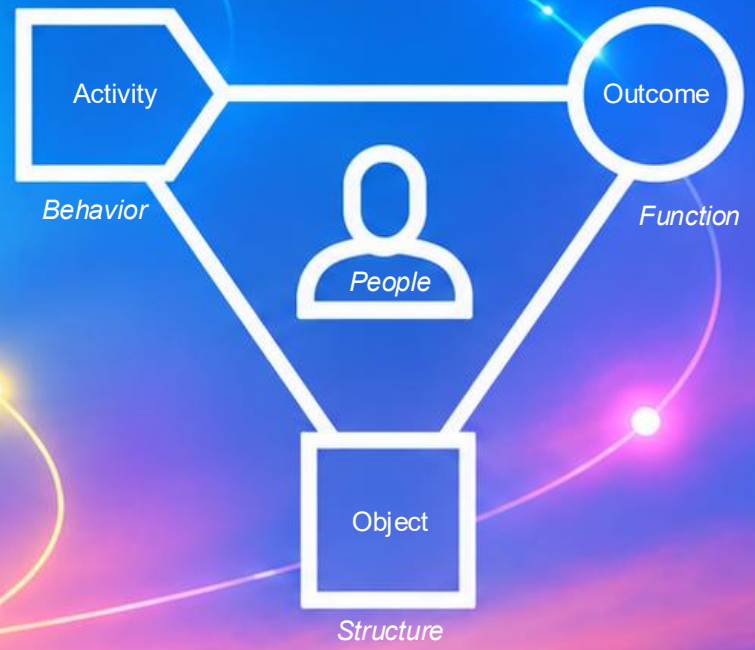
Just four (4) basic elements and two (2) connection types.

Everyone learns it quickly. Diagrams are easy to understand and create - even with AI assistance.



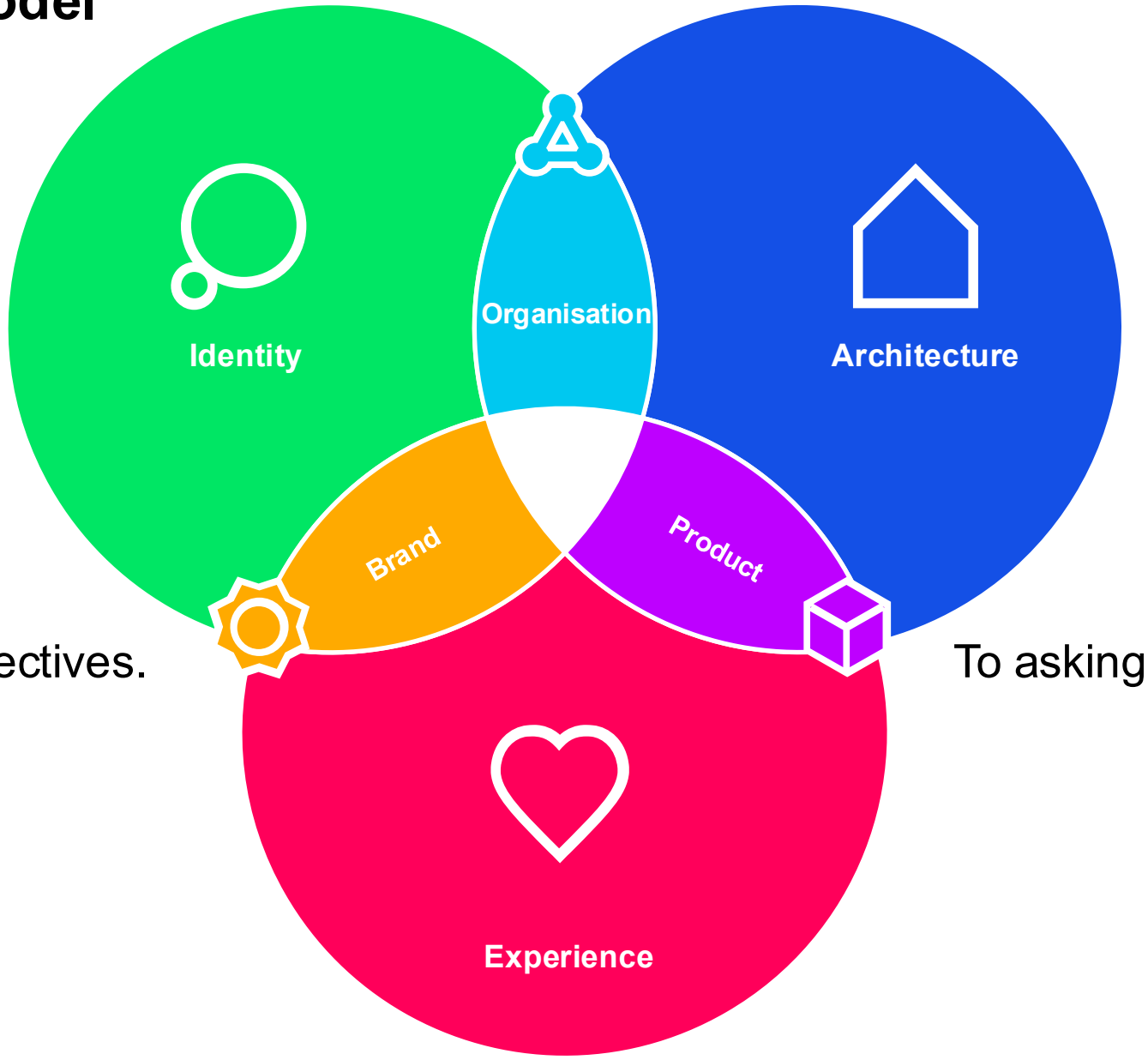
EDGY





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2026

EDGY Facet Model



To shifting perspectives.

To asking clarifying questions.

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WHY?

Why does our enterprise exist?
Why is our behavior / business meaningful?

What is our purpose?
What are our mission and vision?
What is our strategy?

What is our story?

What are our goals, values and principles?

What are our promises?
Value propositions?

How do we organise ourselves?
How do we work together?

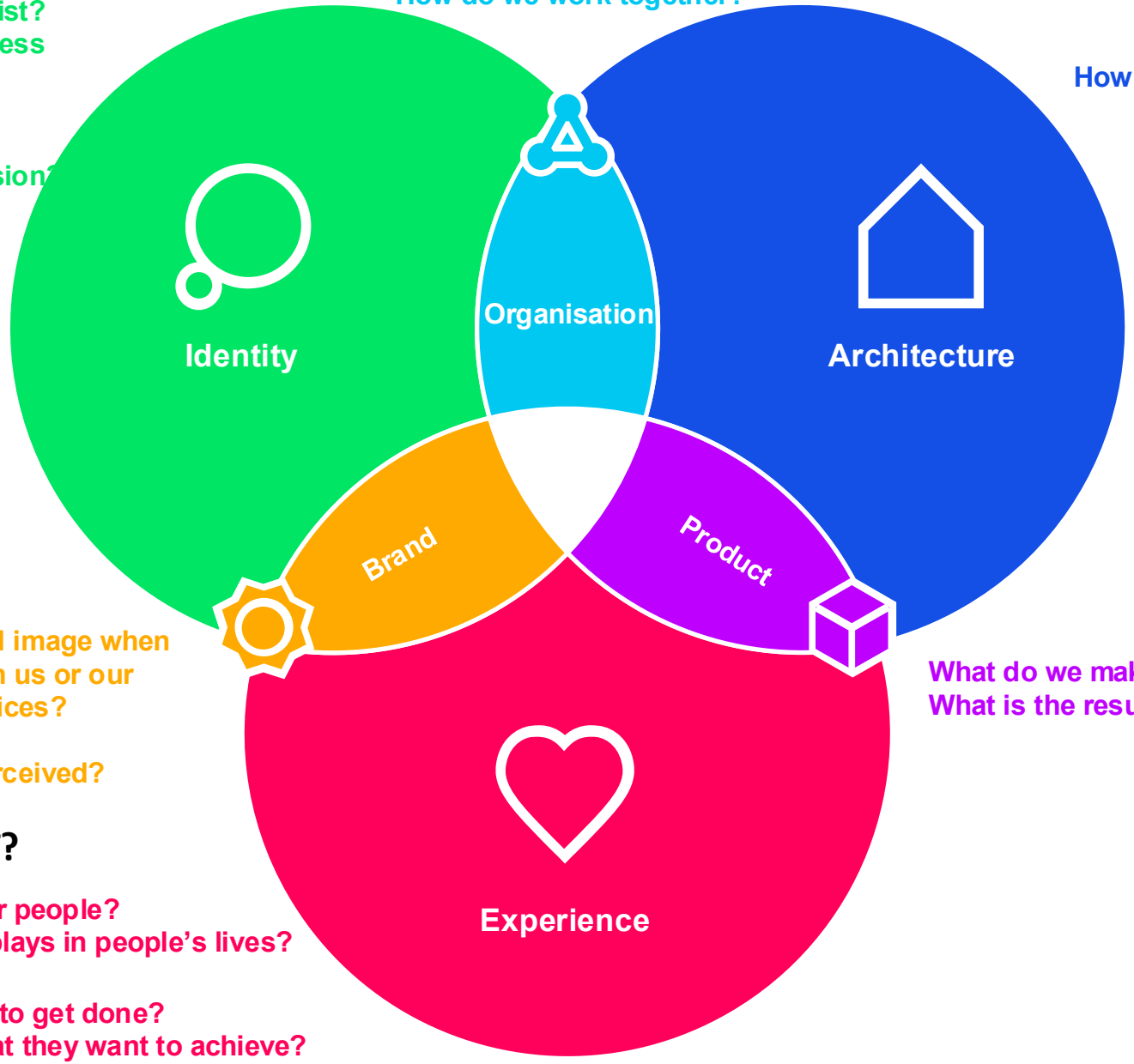
HOW?

How do we operate?

How are we running our enterprise, and with what resources?

How do we realise our products and services?

How does everything work together?
What are we capable of doing?



What is our reputation and image when people are in touch with us or our products and services?

How are we being perceived?

What do we make and offer to people?
What is the result of our work?

WHAT?

What can we do for people?
What is the role our enterprise plays in people's lives?

What people want to get done?
What are people's needs, what they want to achieve?

Organisation

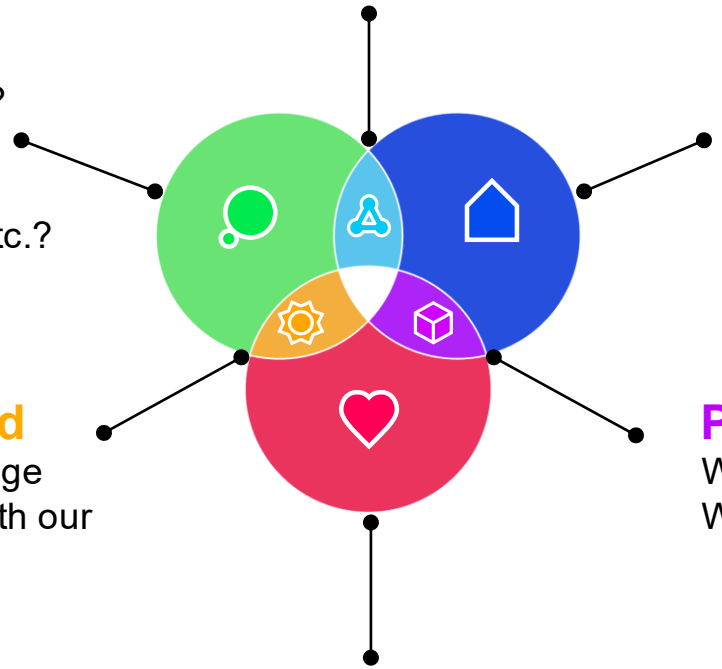
How do we organise ourselves?

Identity

Why does our enterprise exist?
What are our purpose,
mission, vision, strategy,
values, principles, promises, etc.?

Architecture

How do we operate?
How we realise our products and services?



Brand

What is our reputation and image when people are interacting with our offerings?

Product

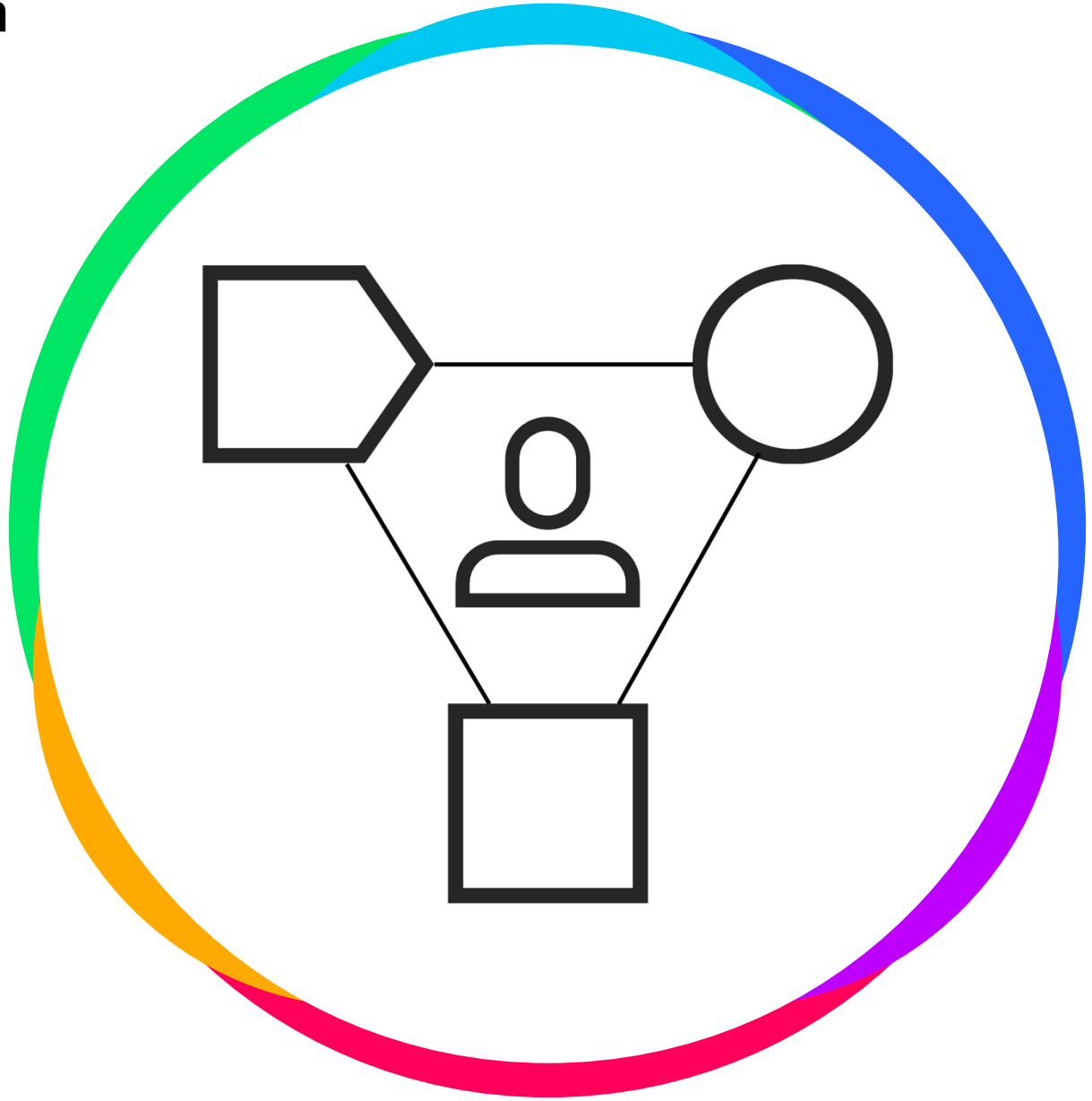
What do we make and offer to people?
What are our offerings?

Experience

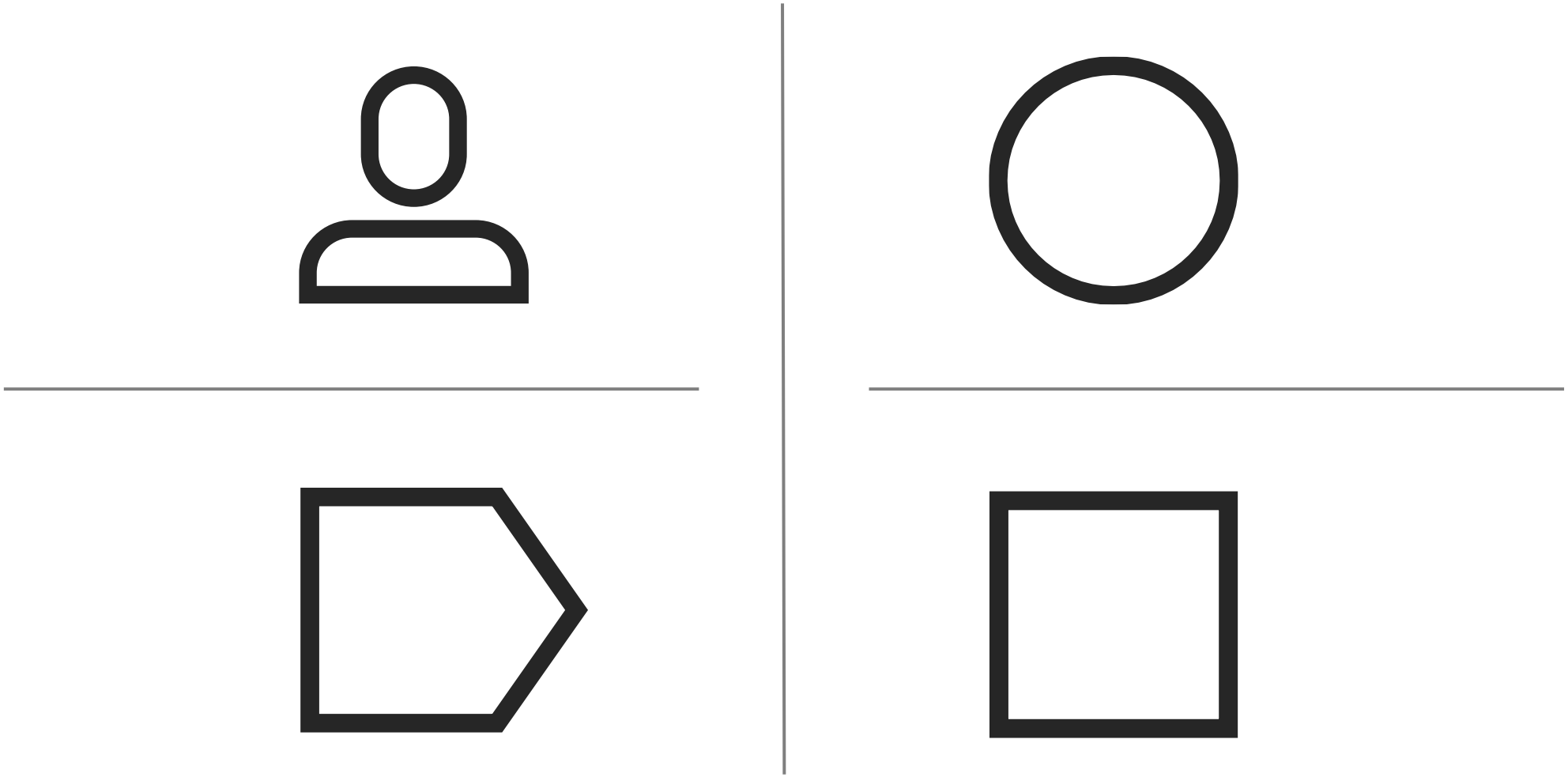
What do people want to achieve,
and how can we help them with our offerings?


What do we communicate about ourselves and our offerings?
Why we exist? What is our purpose? What are our mission, vision, and strategic goals?
What are our values and principles? What is the content with which we create our culture?
What is our story? The past, the present, and our future? What is the narrative about us, our operations, our offerings and our promises – value propostitions?
How do we organise ourselves?
How do we work and operate?
What assets we are using?
What do we need to operate, realise and deliver our offerings?
What do we make and offer to people?
What do people want to get done? What are their tasks and needs?
What channels people are using when interacting with us?
What do people experience in their journeys?
Brand
Purpose
Content
Story
Organisation
Process
Asset
Capability
Product
Task
Channel
Journey
Customer
Motivations
Operations

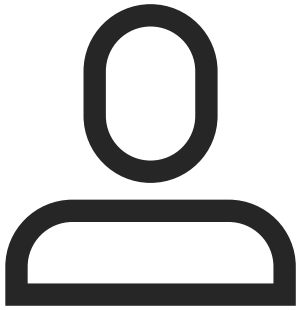
EDGY notation



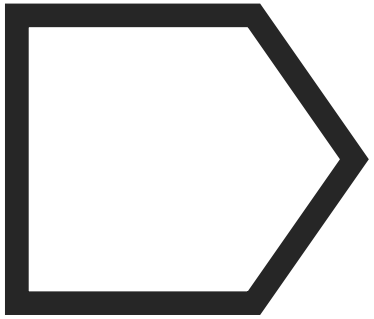
Four elements only



EDGY base elements

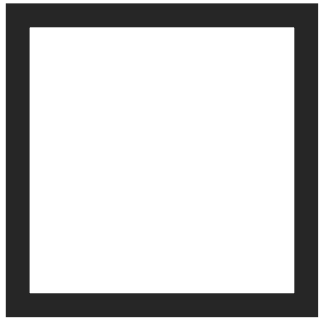


People



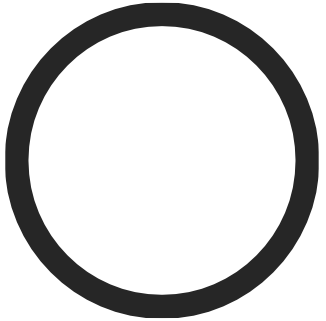
Activity

Behavior



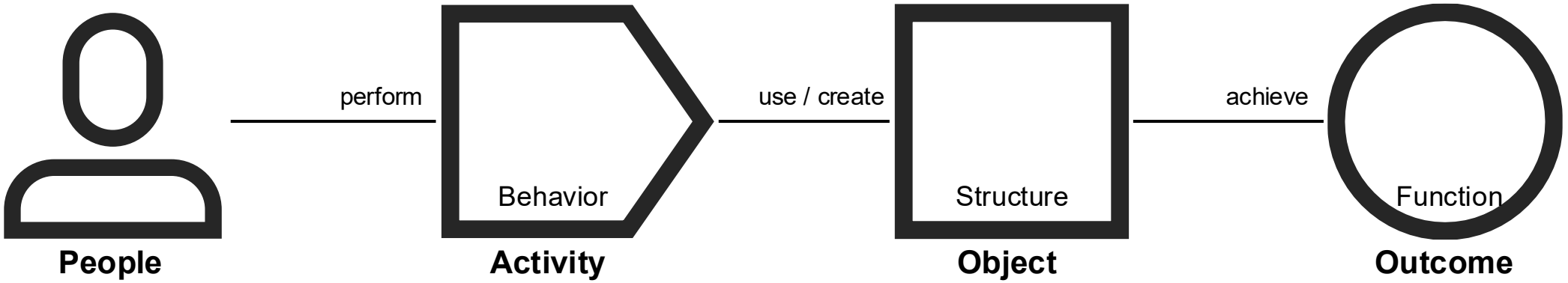
Object

Structure



Outcome

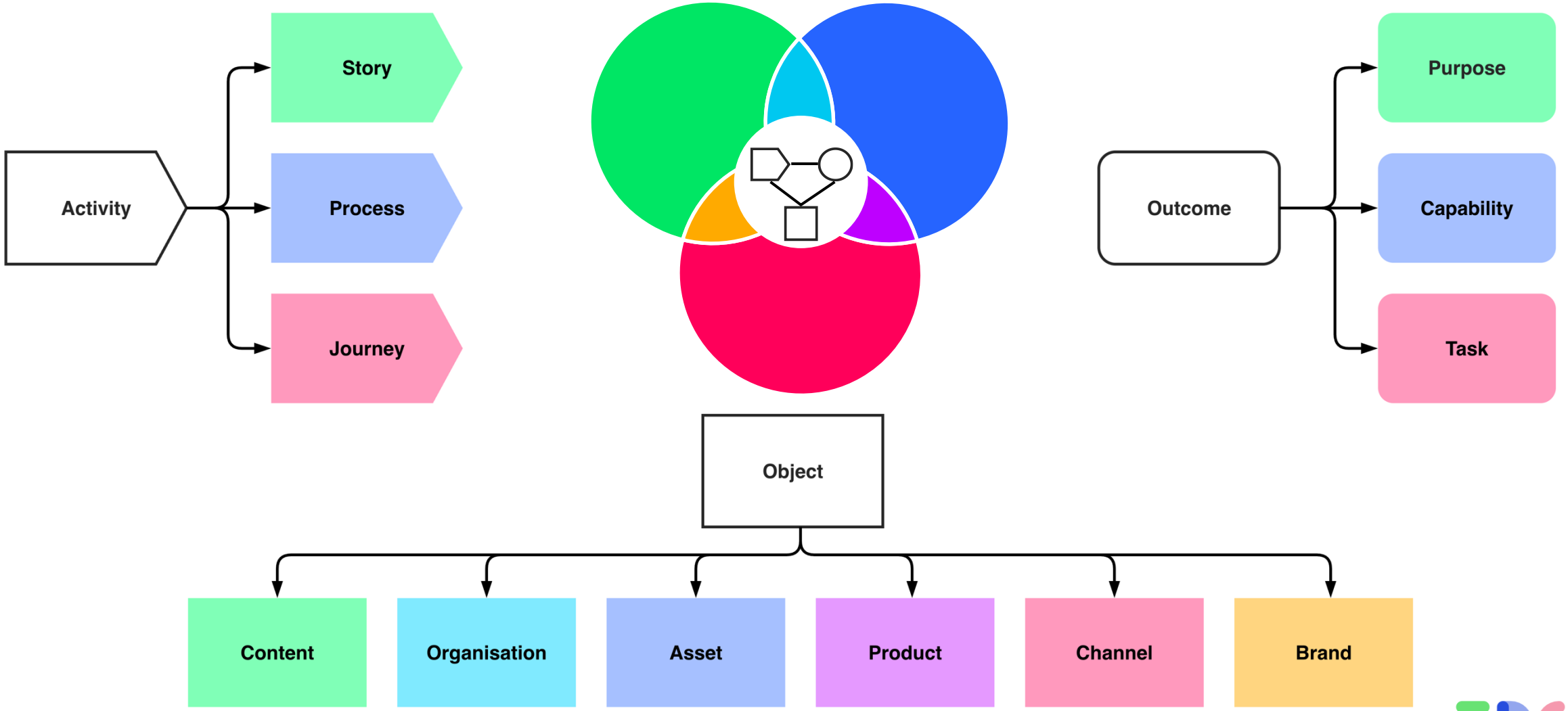
Function



People perform **activities,** using and creating **objects** to achieve **outcomes.**

EDGY Language

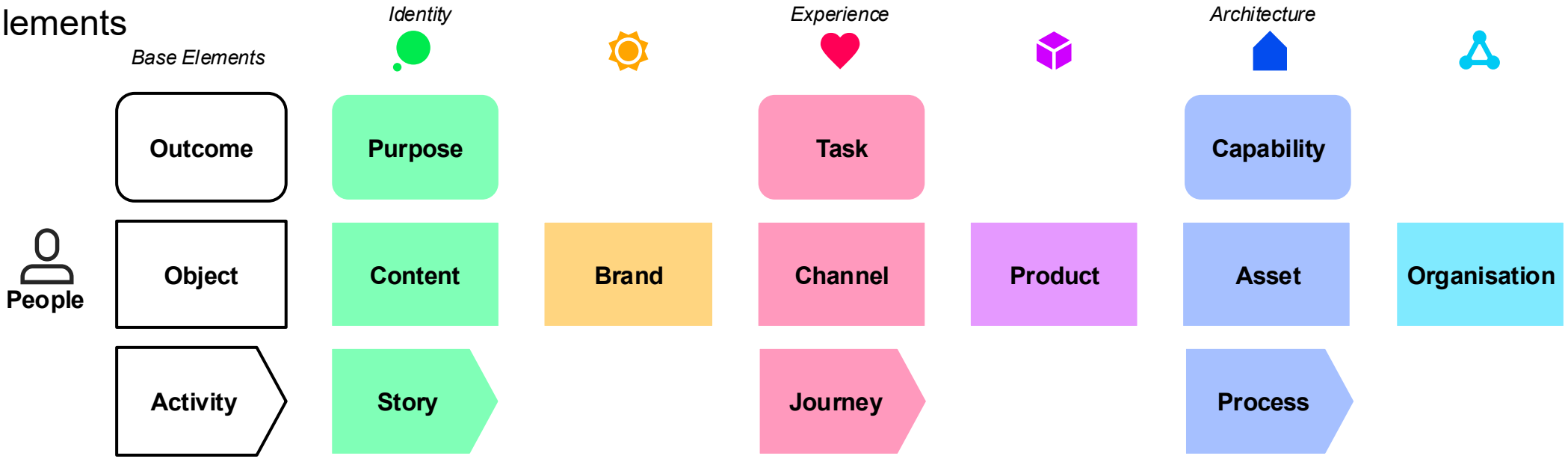
Specialisations



EDGY

Elements, Connections, Labels

Elements



Connections

Link (*Association*) — relation name

Flow — data

- **Outcomes** are round-edged.
- **Objects** are square-edged, representing structural elements.
- **Activities** are arrow-shaped, representing behavior.

Labels

Tags

Tag

Metrics

Metric

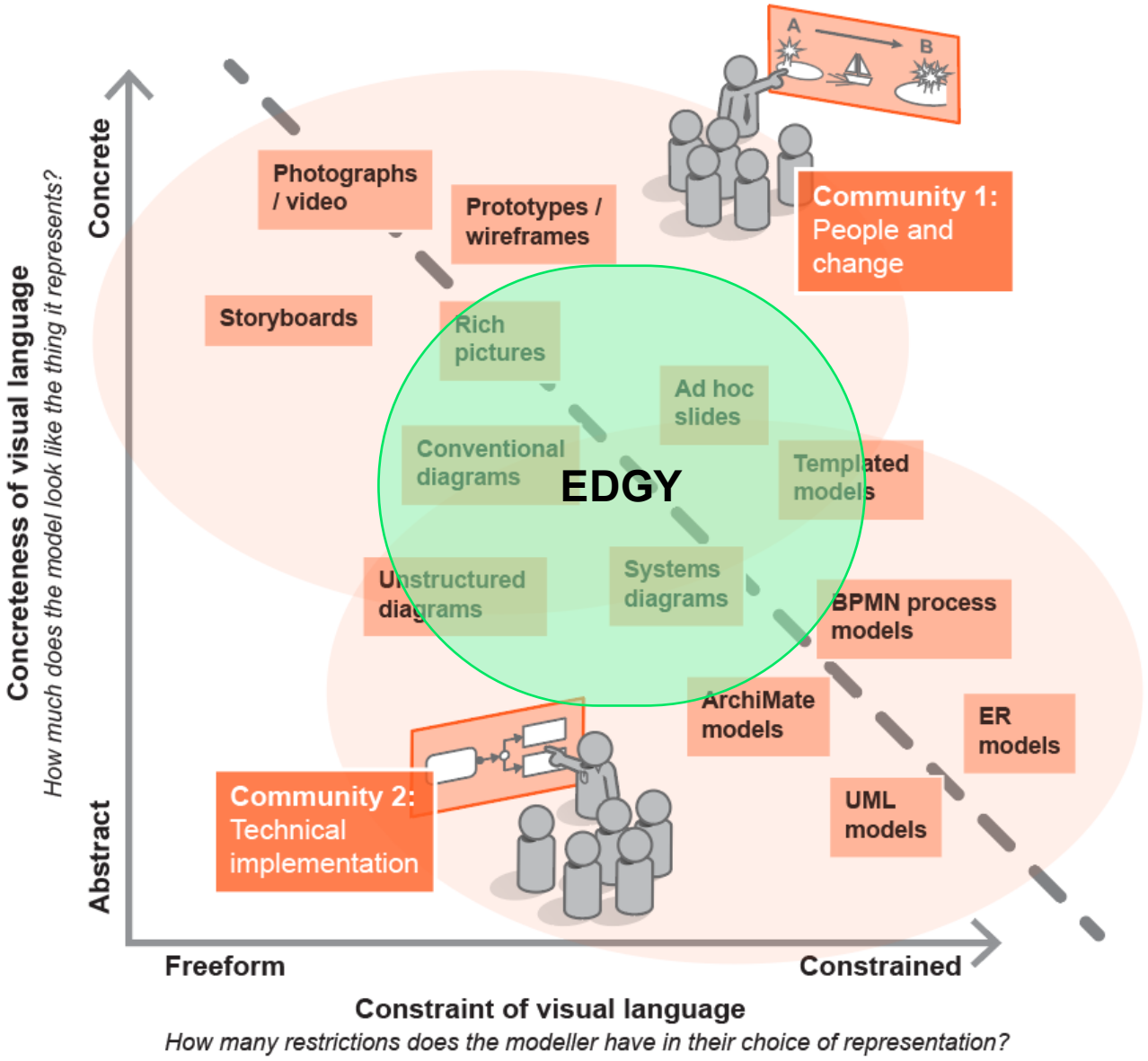
Metric

Metric





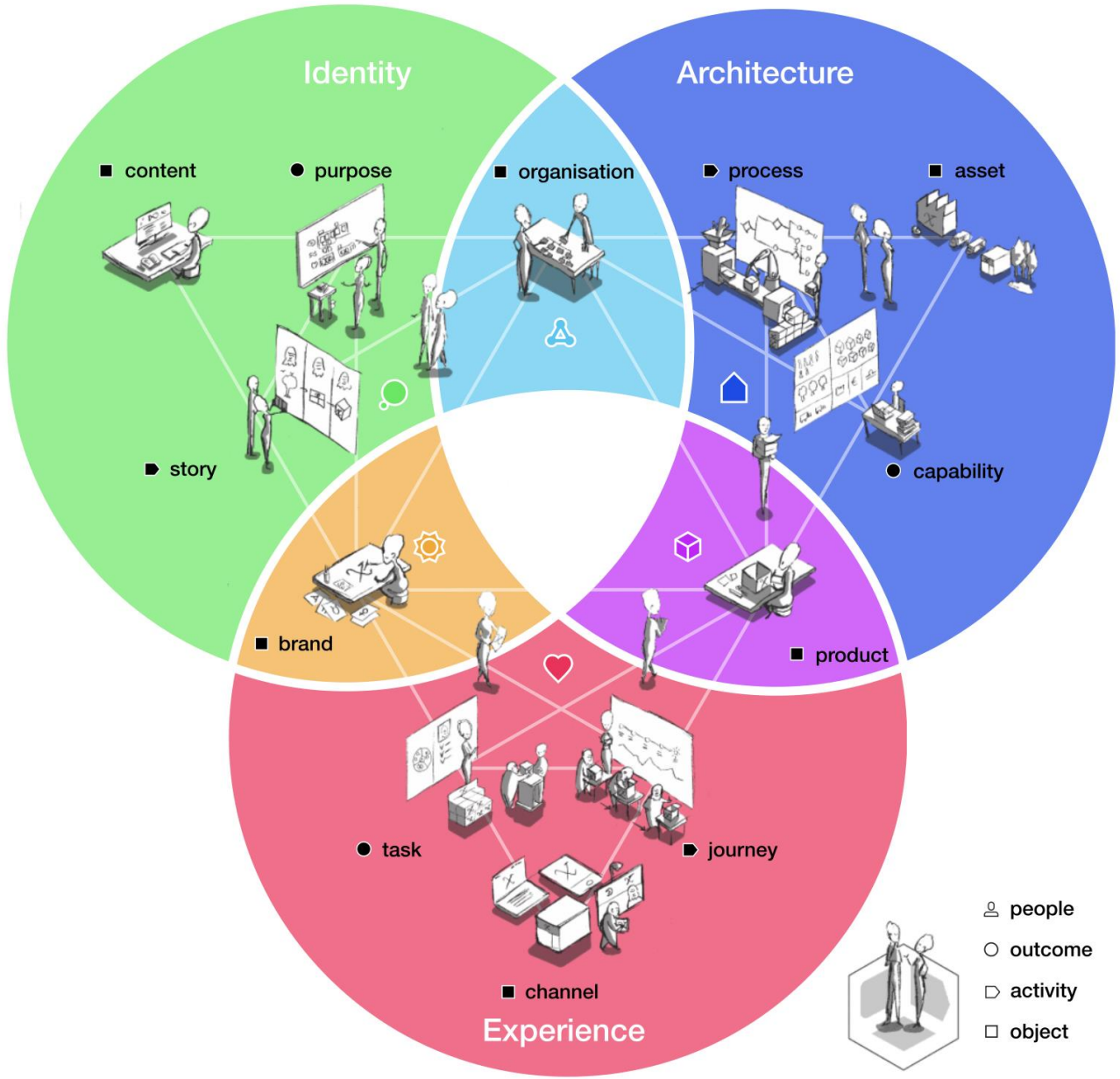
Visualisation



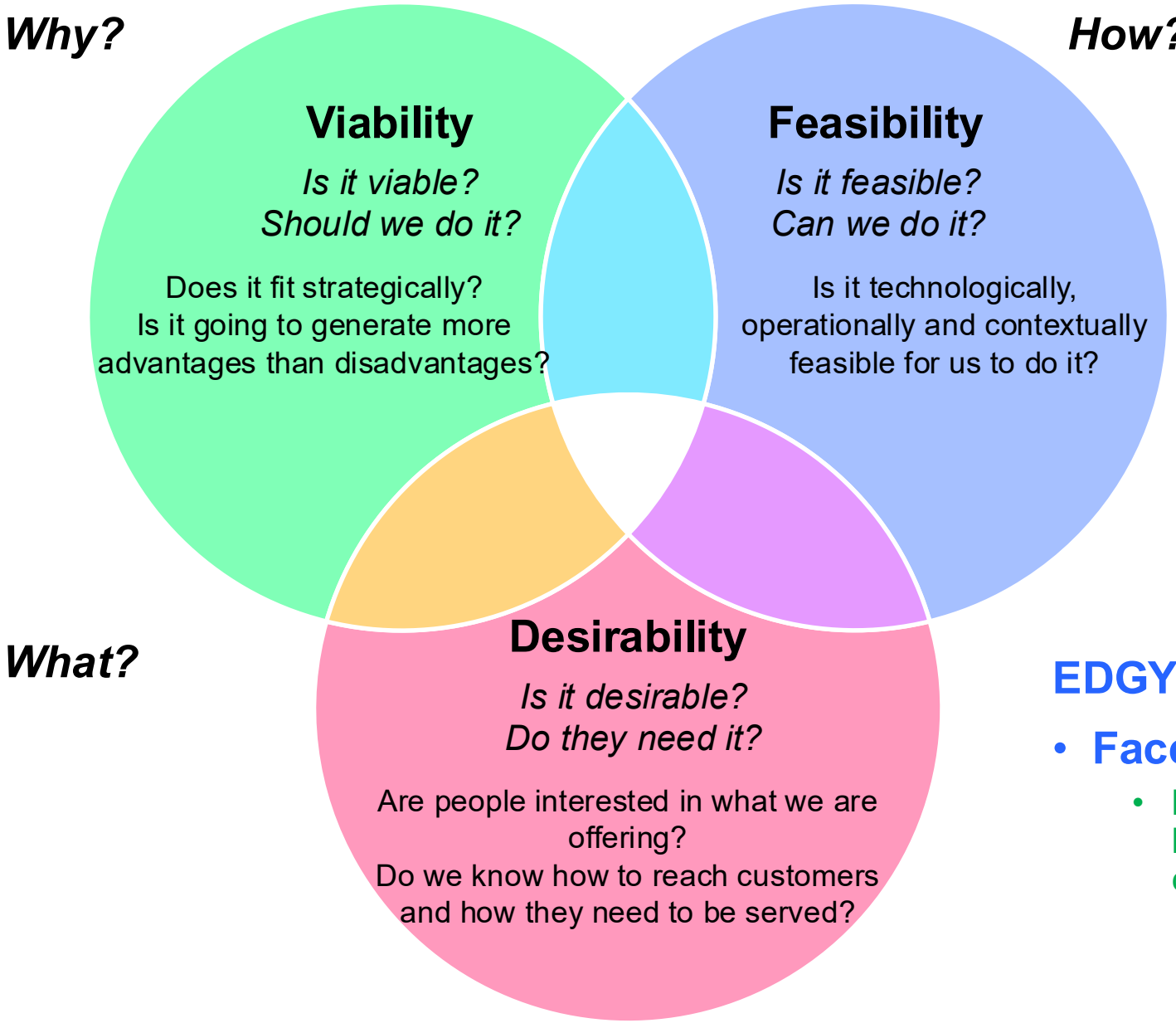
EDGY

- **High-level modeling language**
- **Complements other languages**
- **A common language for everyone**

ENTERPRISE DESIGN



EDGY



EDGY

- **Facet Model**
  - helps assess and analyse business development and change needs.

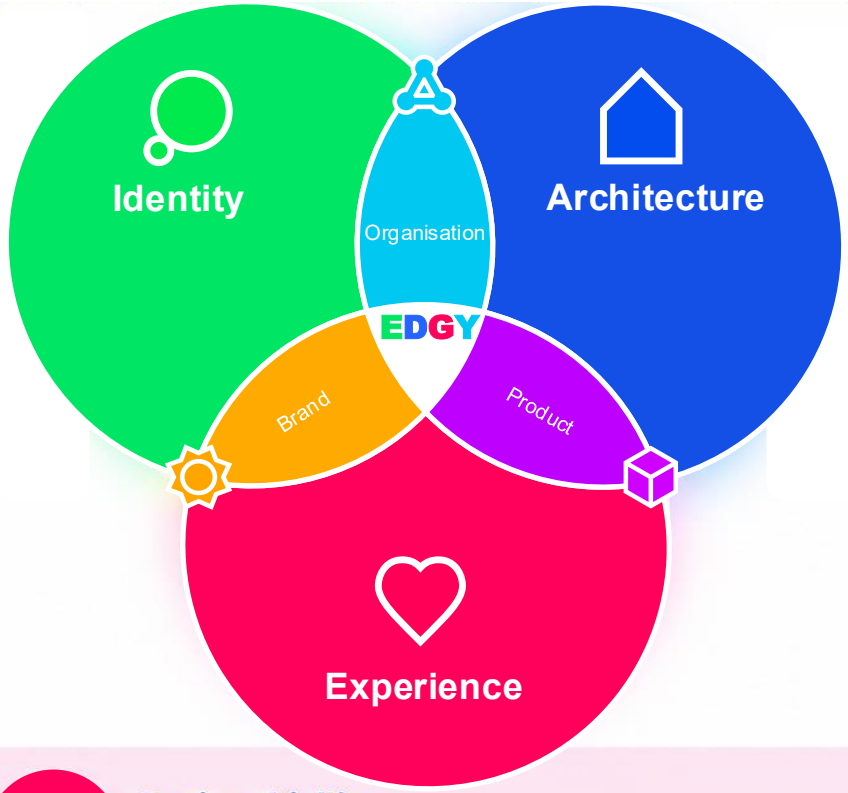
Where strategic, systems and design thinking convergence

Three complementary ways of thinking, one holistic approach

Strategic thinking

Direction and choices

- Understand the operating environment and anticipate change
- Set long-term goals and make informed choices
- Align goals, resources and operations



Systems thinking

The bigger picture and interdependencies

- Look at the whole, its parts and their relationships
- Understand interdependencies and systemic effects
- Assess how changes in one part affect the whole

Design thinking

People and value

- Understand people's needs and experiences
- Co-create and test solutions together
- Find desirable, feasible and viable solutions

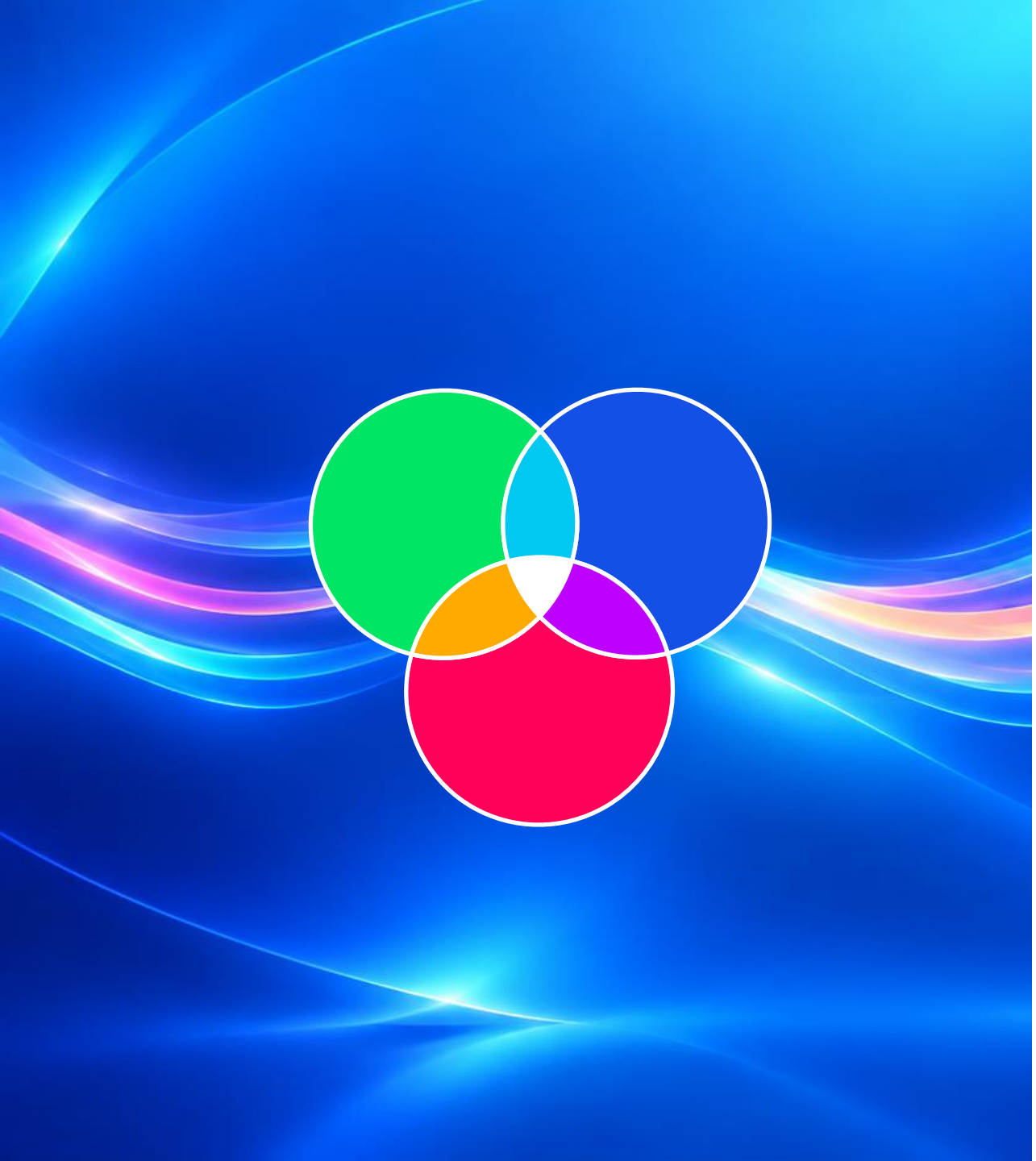
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Shared understanding
Strategy, people and operations as one coherent whole

Better solutions
Alignment of goals, customer needs and operational capabilities

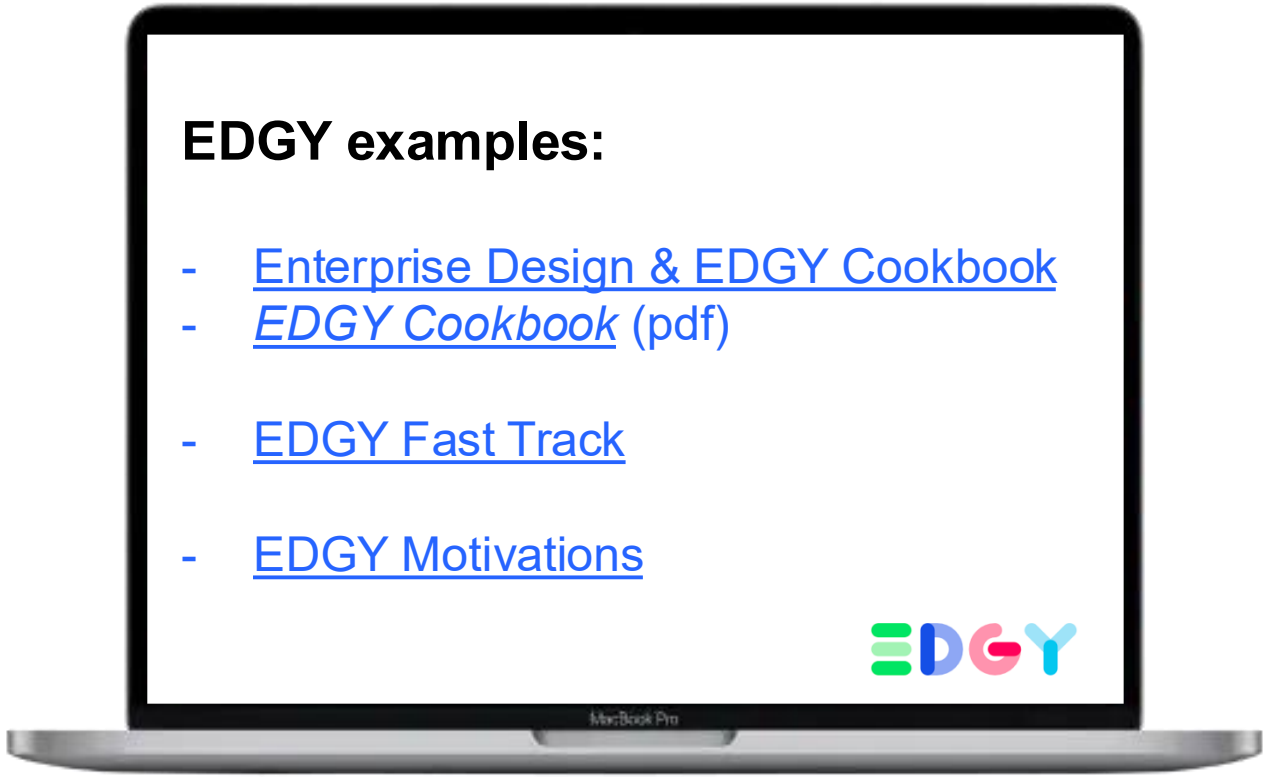
More sustainable business
Value for customers, the organisation and society

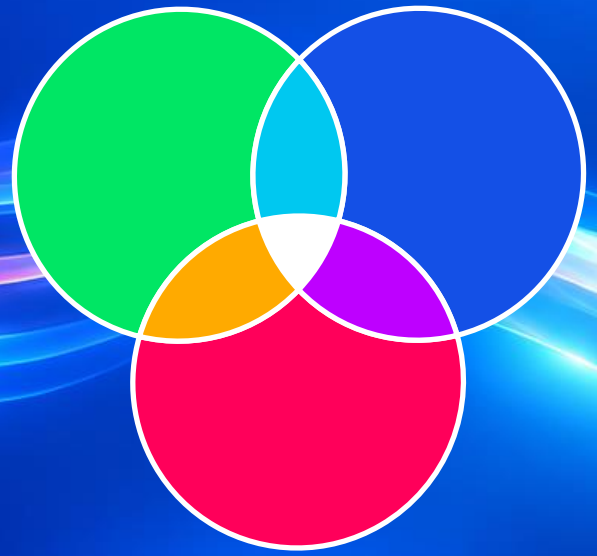
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EDGY

Quick Start





INTERSECTION GROUP

Intersection Group:

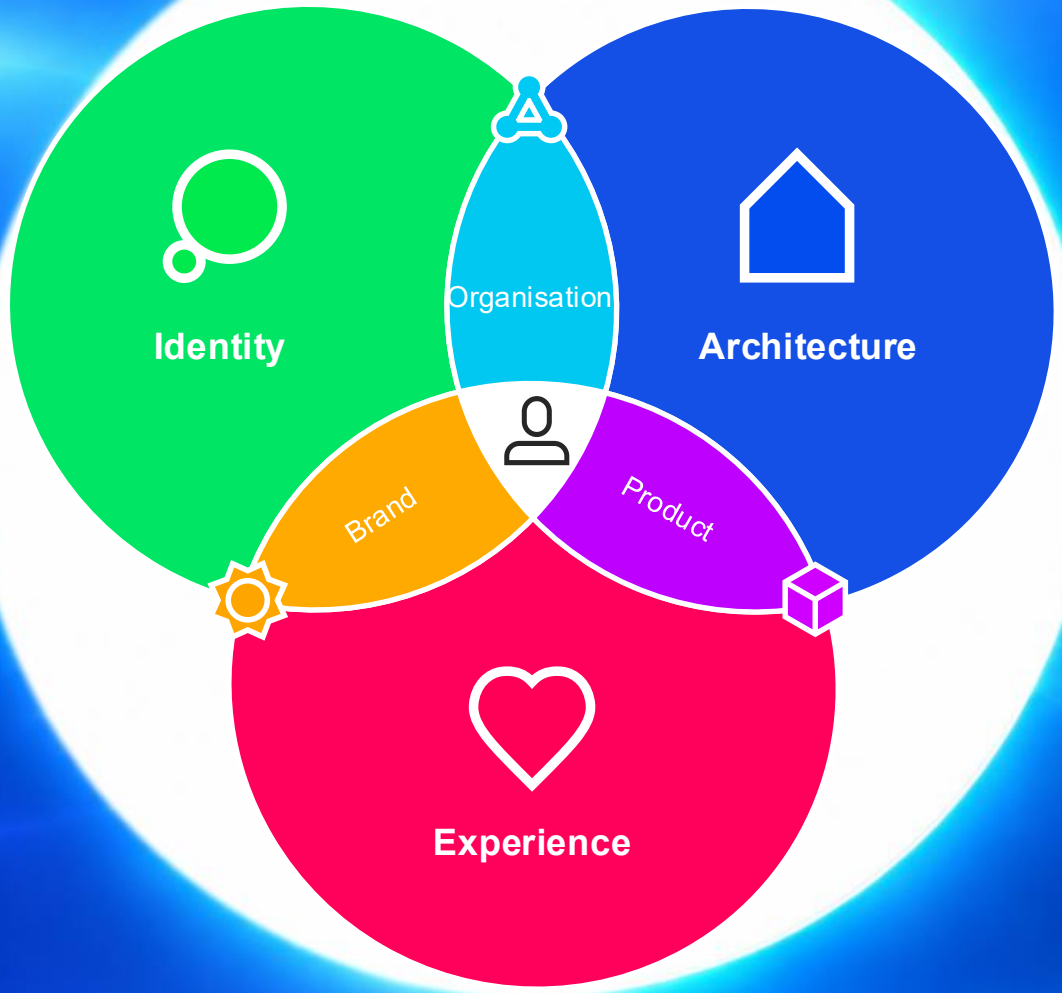
- Enterprise Design with EDGY (open-source tool)
- Intersection Group (not-for-profit organisation)

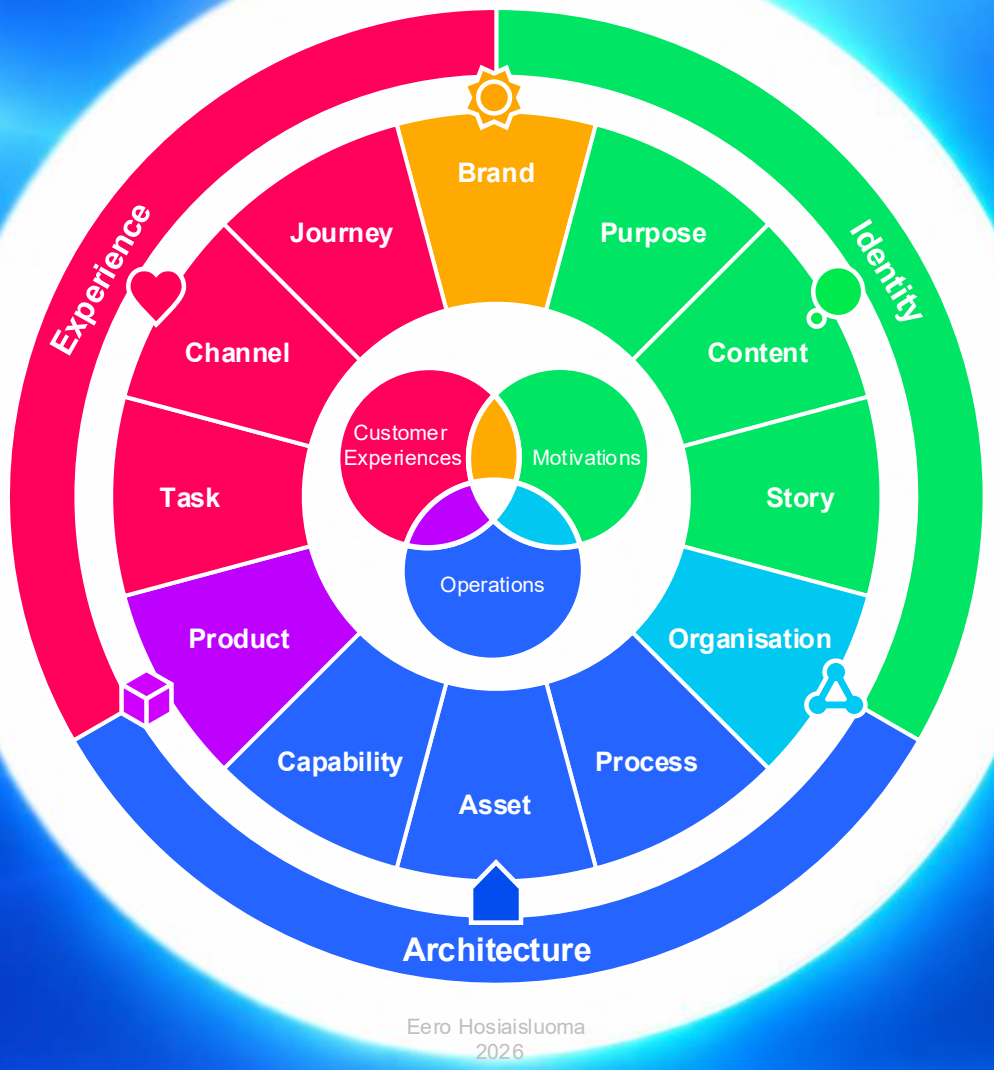
EDGY by INTERSECTION GROUP

EDGY

Facet Model
variations

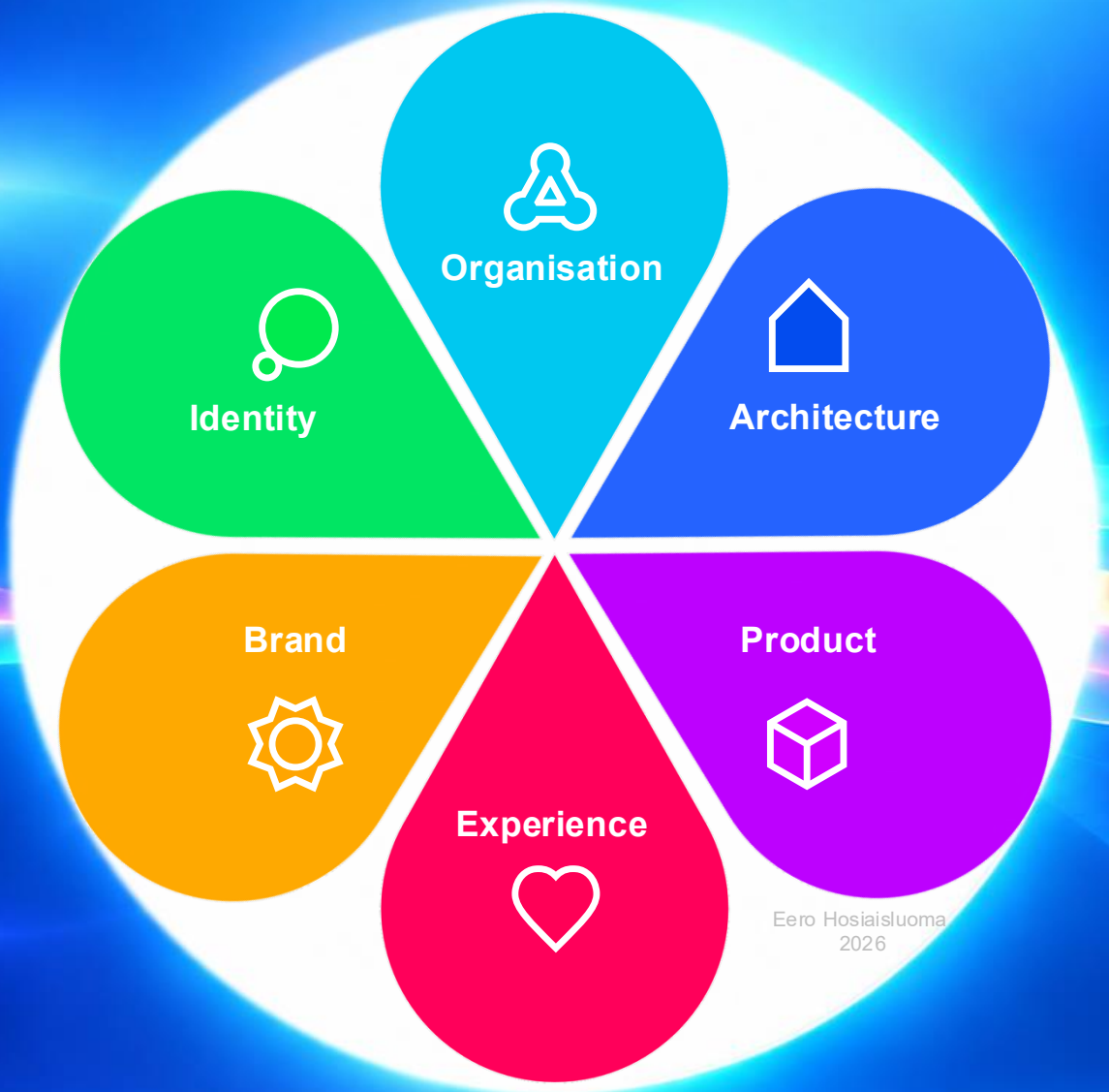


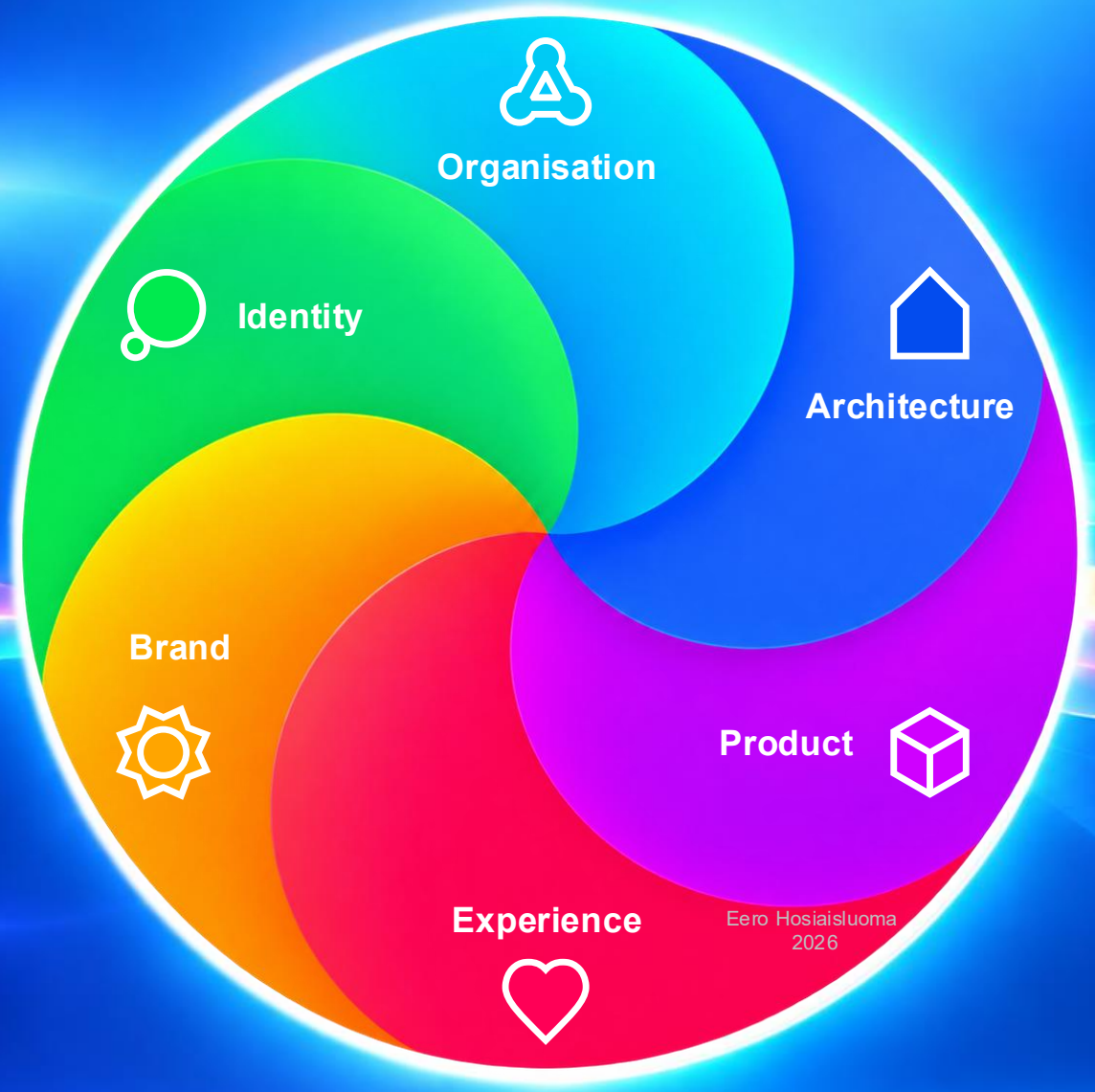

Identity
Organisation
Architecture
Brand
Product
Experience



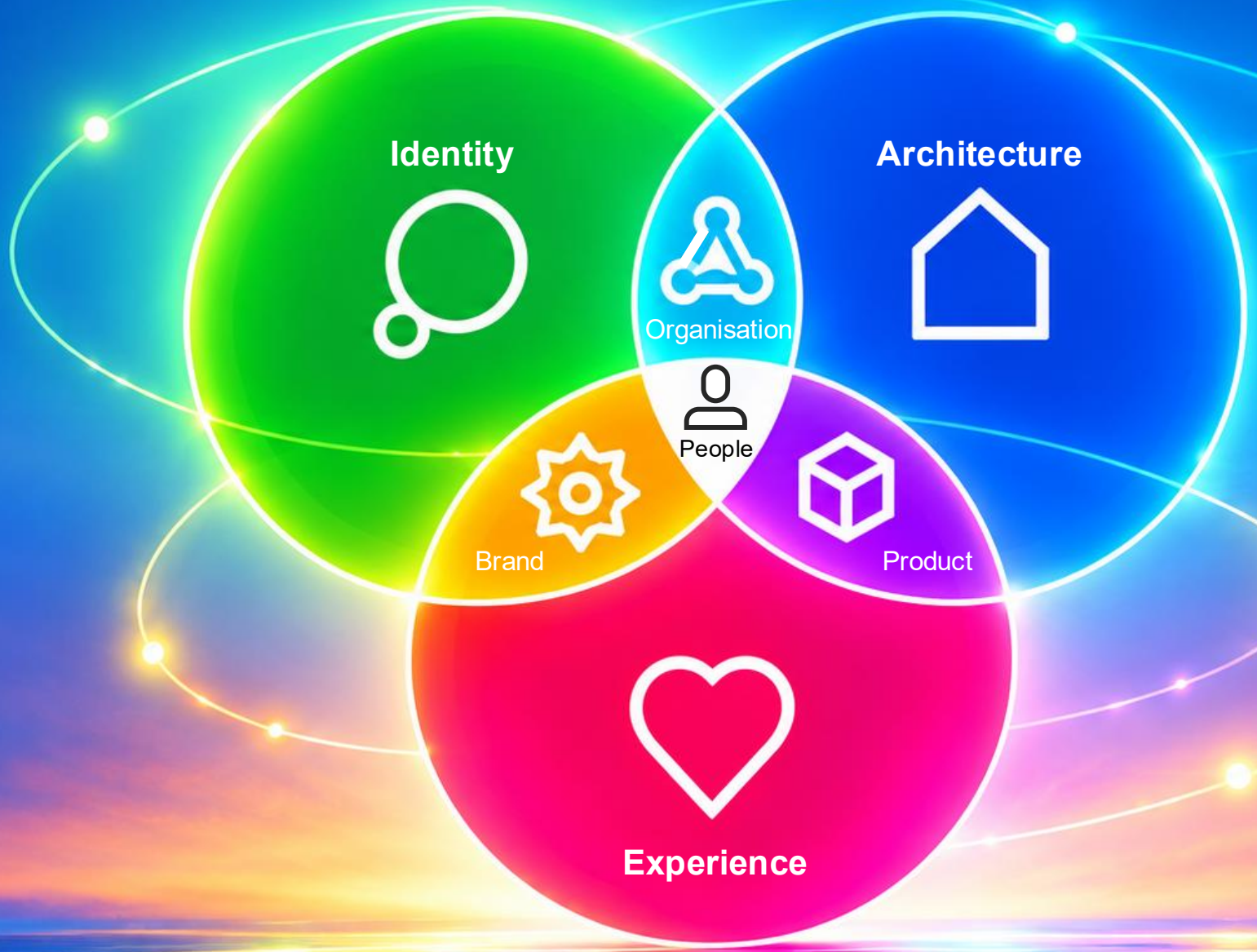
Enterprise Wheel

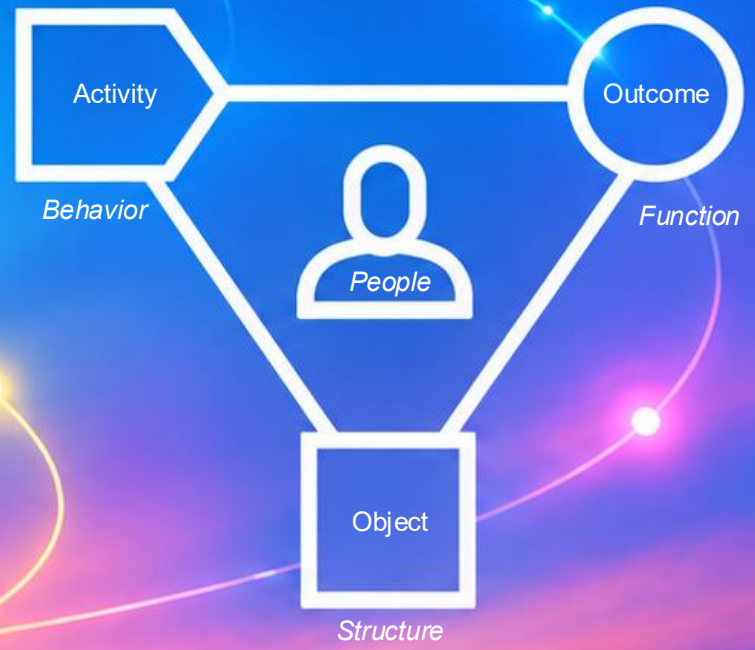

Organisation
Identity
Architecture
Business Development
Brand
Product
Experience
Eero Hosiaisluoma 2026


Organisation
Identity
Architecture
Brand
Product
Experience
Eero Hosiaisluoma
2026


Organisation
Identity
Architecture
Brand
Product
Experience
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