

PLATFORM VALUE *Now*

Online Course Announcement

Platform Strategies for Business

In collaboration with
MIT – Center for E- Business

Learn how to design, launch and manage a
successful platform ecosystem.



Marshall Van Alstyne
Research Associate @ MIT
Associate Professor @
Boston University

What you will learn:

- How to successfully launch and design a business platform
- Why platform firms beat product firms and how the structure of platform firms is fundamentally different
- Why traditional platform pricing models fail and how to choose a successful pricing model
- How to manage your business ecosystem
- Weekly discussion and Q&A conducted in Finnish
- Concrete tips & tools on how to build a platform business



Leena Ilmola
Senior Scientist
@ IIASA
(Vienna)



Ville Eloranta
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Victor Vurpillat
Entrepreneur
@ Global Connexus
(Silicon Valley)



David Rejeski
Global Fellow
@ Wilson Center
(Washington DC)

Dates: Starting week of September 18th and completing week of October 23rd

Format: Online study course with weekly Friday morning discussions and briefings from PVN researchers

For who: CEO, CTO, Strategy, Business Development
Planners from the Industry

Register by **22.6.**
fox@platformvaluenow.com

PLATFORM VALUE *Now*

The **Platform Value Now** project funded by Finland's Strategic Research Council, focuses on understanding the fast emerging platform ecosystems, their value creation dynamics and requirements of the supportive institutional environment. We will analyze ecosystems with systems tools and develop new methods for platform-centric ecosystems management.

This course is taught by members of the Platform Value Now research team and Marshal Van Alstyne the instructor who wrote the book on this topic, “*Platform Revolution: How Networked Markets Are Transforming the Economy—and How to Make Them Work for You.*”

Course Curriculum	
Self Study Course material released online weekly by Marshal Van Alstyne	Weekly Online Discussion Groups lead by members of the PVN Research Consortium
	Intro Workshop Week of August 21st or 28th (To be announced)
Week 1: Foundations What's happening in the economy. Why platform firms are fundamentally different than product firms.	Friday 8-10 AM September 22nd Brief: A look at your own ecosystem and where to find unused data or other resources in your current ecosystem Discussion in predefined ecosystem groups
Week 2: Architecture Components of and design principles of successful platforms.	Friday 8-10 AM September 29th Brief: A look at GE/ John Deere/IBM Watson business model Discussion: What would your ecosystem look like and how would it perform if you apply a similar business model?
Week 3: Launch Strategies for solving the chicken-or-egg problem and how to gain critical mass.	Friday 8-10 AM October 6th Brief: Review of three global platform scenarios and how your ecosystem would perform in these worlds Discussion: Three visions for your ecosystem and resilience evaluation across these scenarios
Week 4: Monetization Why pricing is different in platform markets and how to choose price.	Friday 8-10 AM October 13th Brief: How platform ecosystems produce added value? Discussion: The source of value in your ecosystem's platform? What would your company's role be?
Week 5: Open vs Closed How Steve Jobs got it wrong the 1st time. How to choose what to give away and what to keep.	Friday 8-10 AM October 20th Brief: What are the platform business model and value sharing options relevant to the engineering industry? Discussion: How to make money in your platform ecosystem?
Week 6: Strategy Why product strategies fail for platforms and how to compete in a network market.	Friday 8-10 AM October 27th Brief: What are strategy options for ecosystems? How to meet the requirements of the different life cycle phases of your ecosystem? Discussion: What is the best strategy choice for your platform ecosystem?
<div style="border: 2px solid green; border-radius: 15px; padding: 10px; text-align: center;"> <p>Register by 22.6. fox@platformvaluenow.com</p> </div>	Closing workshop during week of October 30 th Evaluation of the platform concepts relevant for your business