

READ THE PAST. WRITE THE FUTURE.



BOOK PRESENTATION

Platform thinking is the ability to use **platform-based mechanisms** to unlock **digital business transformations**



**Read the PAST.
Write the FUTURE.**



Part 1
Read



Searching on Google...

(February 2023)



Innovation has **2,18** billion results

Design thinking has **1,36** billion results

Disruption has **0,606** billion results

Agile has **0,433** billion results

Platform has **5,87** billion results



1. Platforms are not all the same

Booking.com

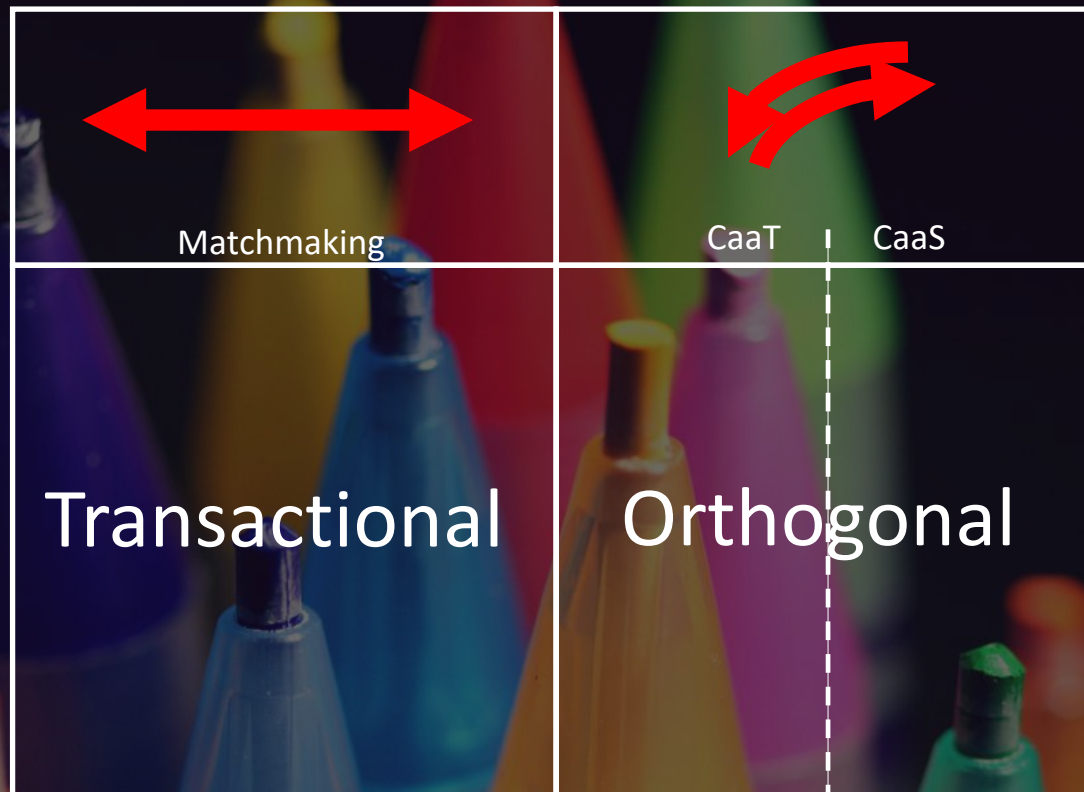
TRANSACTIONAL





ORTHOGONAL (Client-as-a-Source)








2. Platforms grow in different ways



EXPLOITATION

9:41

<



Mama (feat. Kelly Zutrau)

42,237 streams

ALL-TIME • LIVE

Streams

300K

150K

SEP 24

9:41

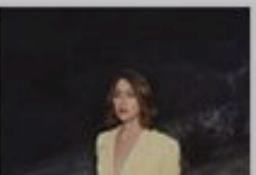
3,407 people listening

LAST 7 DAYS


37.8k listeners	67.3k streams	7.5k followers
-----------------	---------------	----------------

Top Songs

LAST 7 DAYS

	01
	Monster
	16k streams

9:41




Lola Kirke ✓

119,548 MONTHLY LISTENERS

EDIT IMAGE

Artist's Pick EDIT

 I have a new EP out! Here's my...

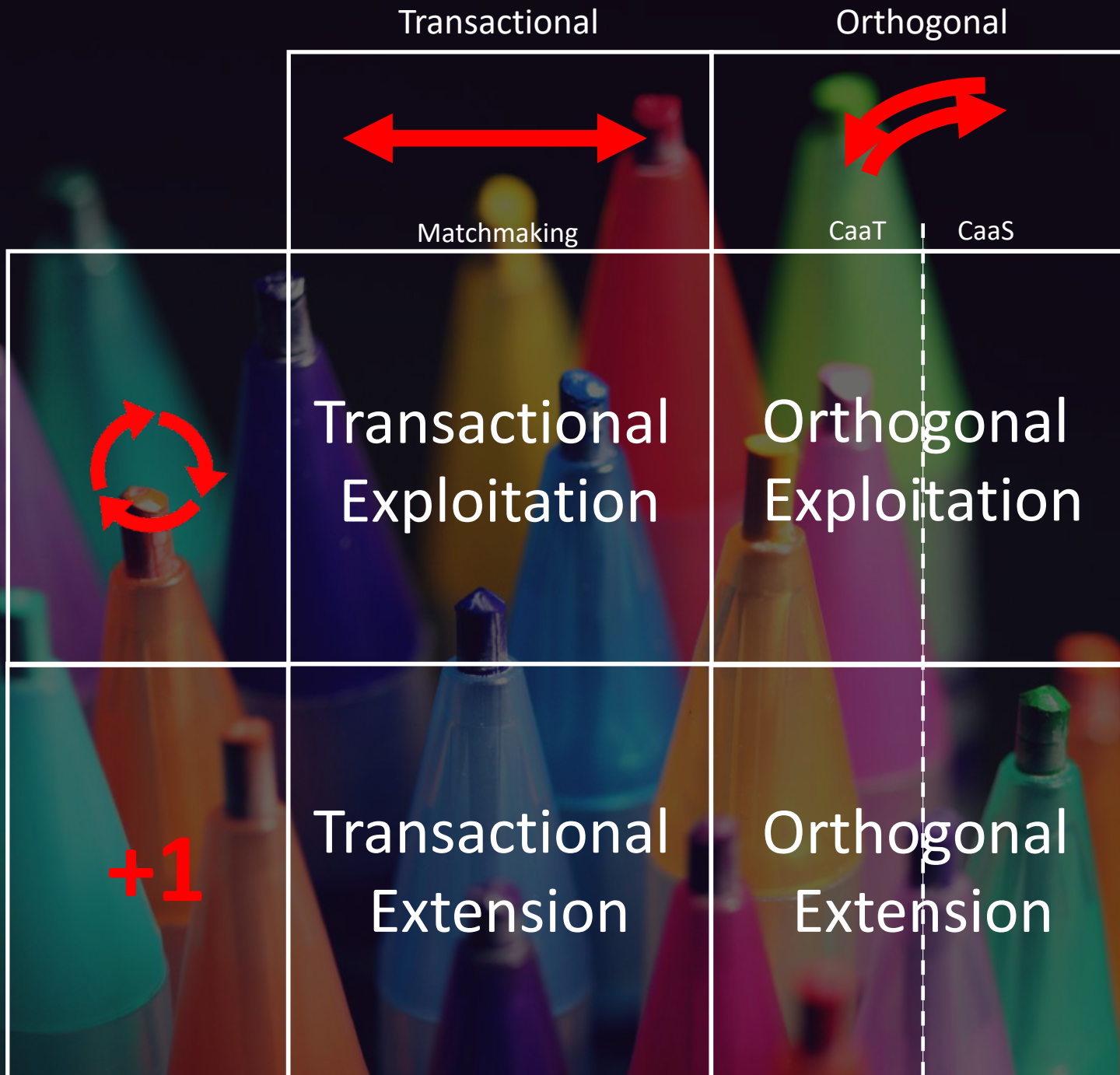
Mama (feat. Kelly Zutrau)



EXTENSION



Platform Thinking MATRIX





Part 2
Write

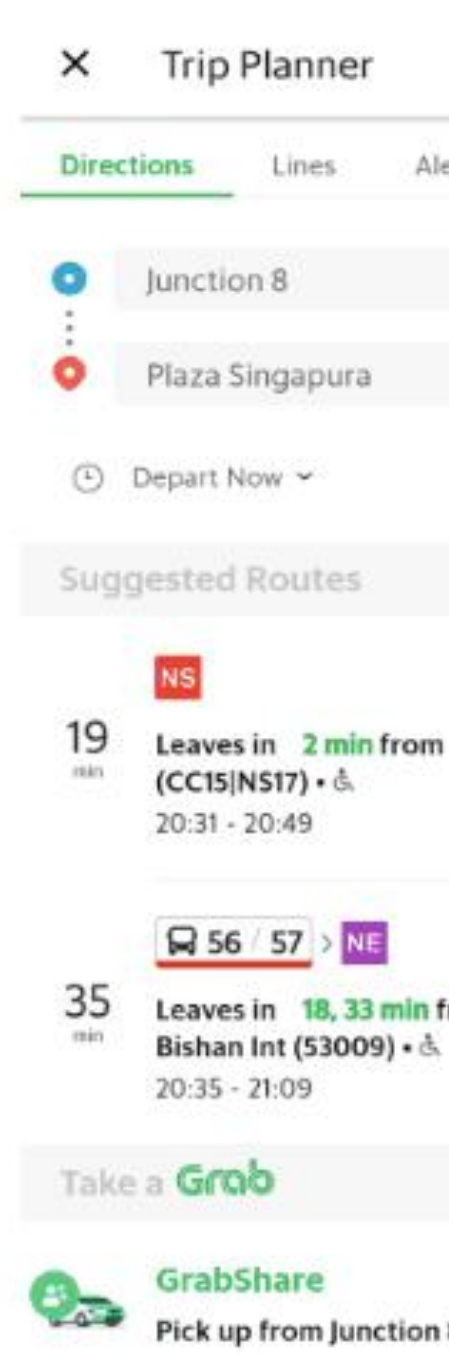
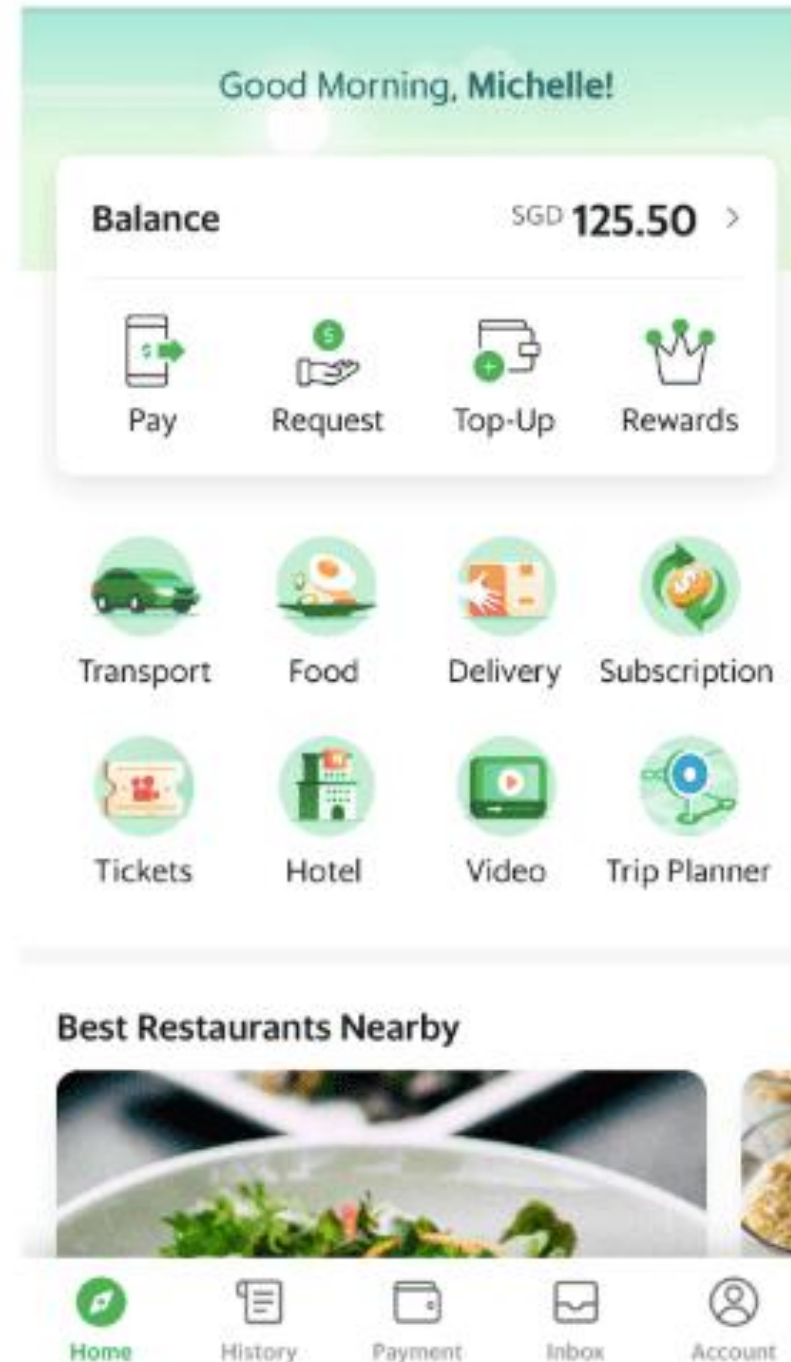
Platform Thinking: starting from Transactional Platforms

From Transactional Two-Sided Platforms



To Hybrid Multi-Sided Platforms

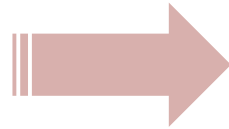
Transactional Two-Sided Platforms can further exploit their untapped value by evolving towards Hybrid Multi-Sided Platforms.



Platform Thinking: starting from Orthogonal Platforms



From Orthogonal
Two-Sided Platforms

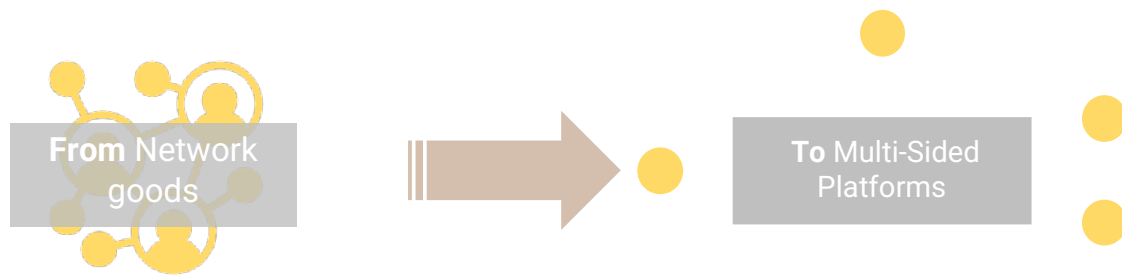


To Hybrid Multi-Sided
Platforms

Orthogonal Two-Sided Platforms can exploit their ability to manage different sides by externalizing part of the value creation process and evolving towards Hybrid Multi-Sided Platforms.



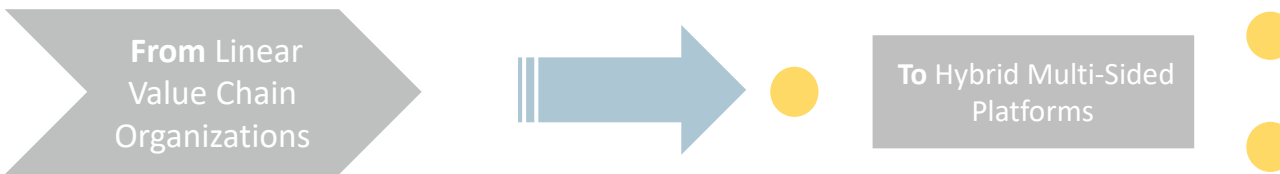
Platform Thinking: starting from network business



Network goods (or services) can exploit their ability to gather end users by involving other customers and evolving towards Hybrid Multi-Sided Platforms.



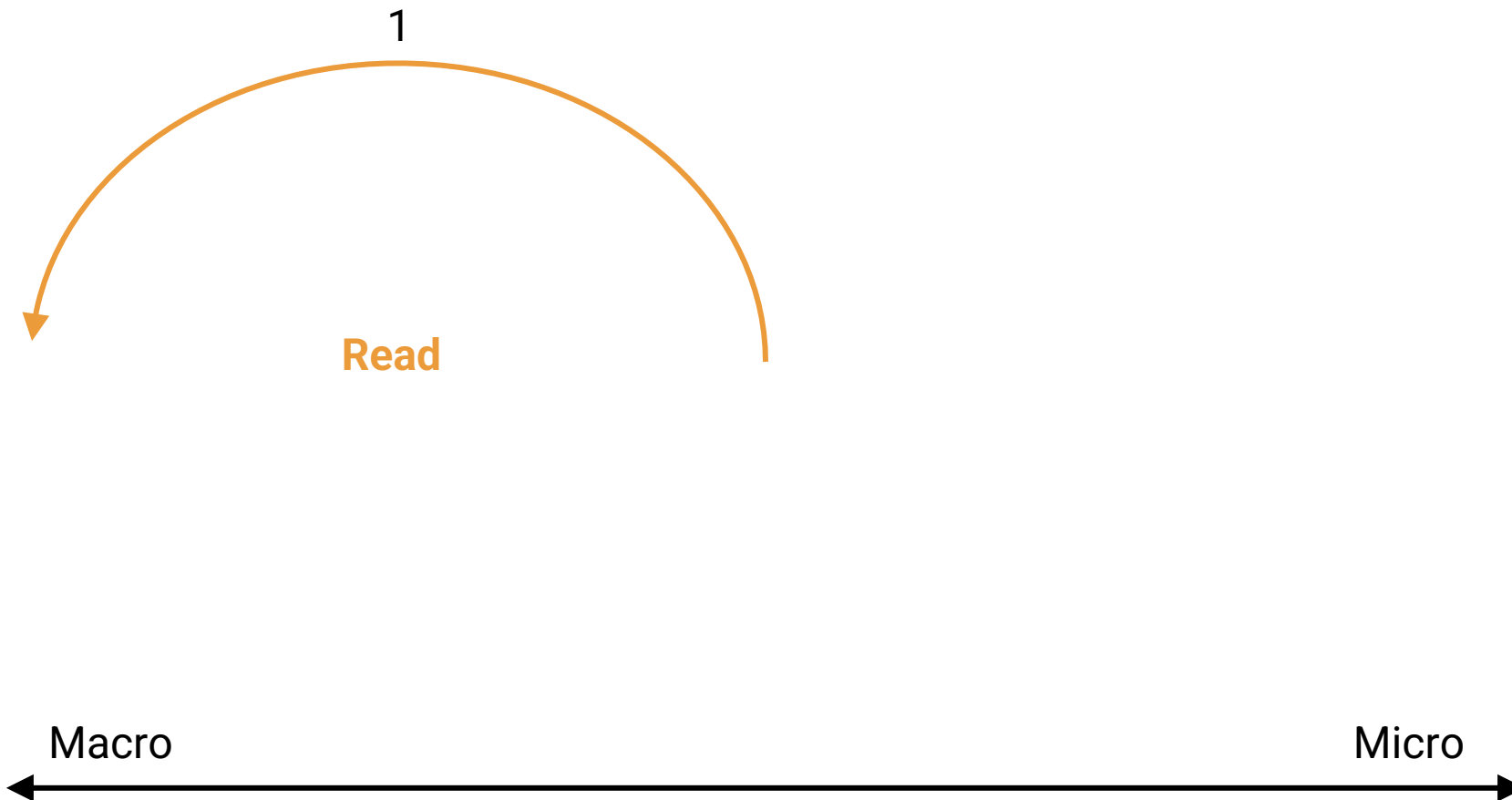
Platform Thinking: starting from Established Linear Value Chain



Established businesses based on a linear value chain can exploit their assets, resources and relationships by evolving towards Hybrid Multi-Sided Platforms.



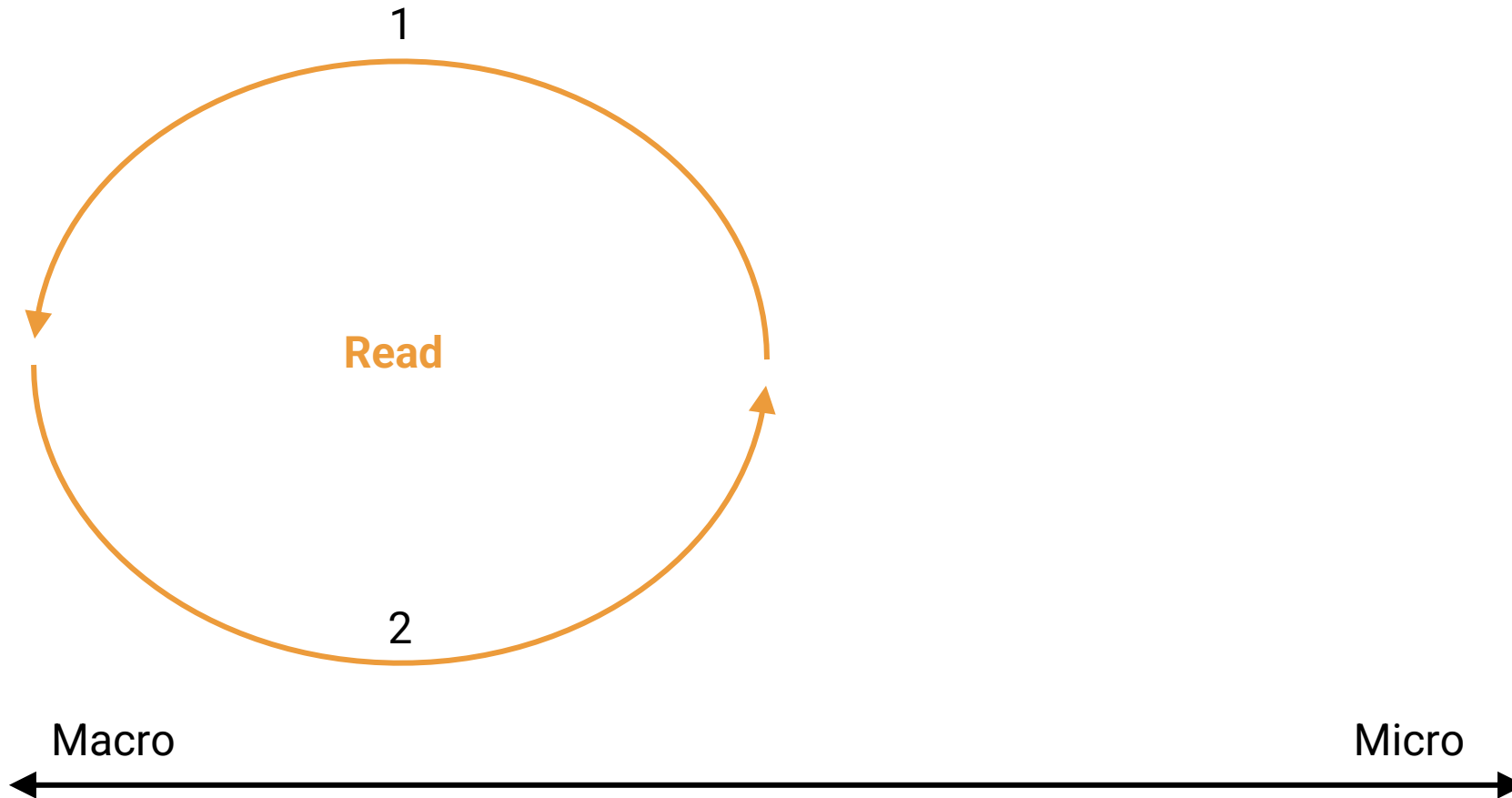
Step 1: Step back and read (where you are)



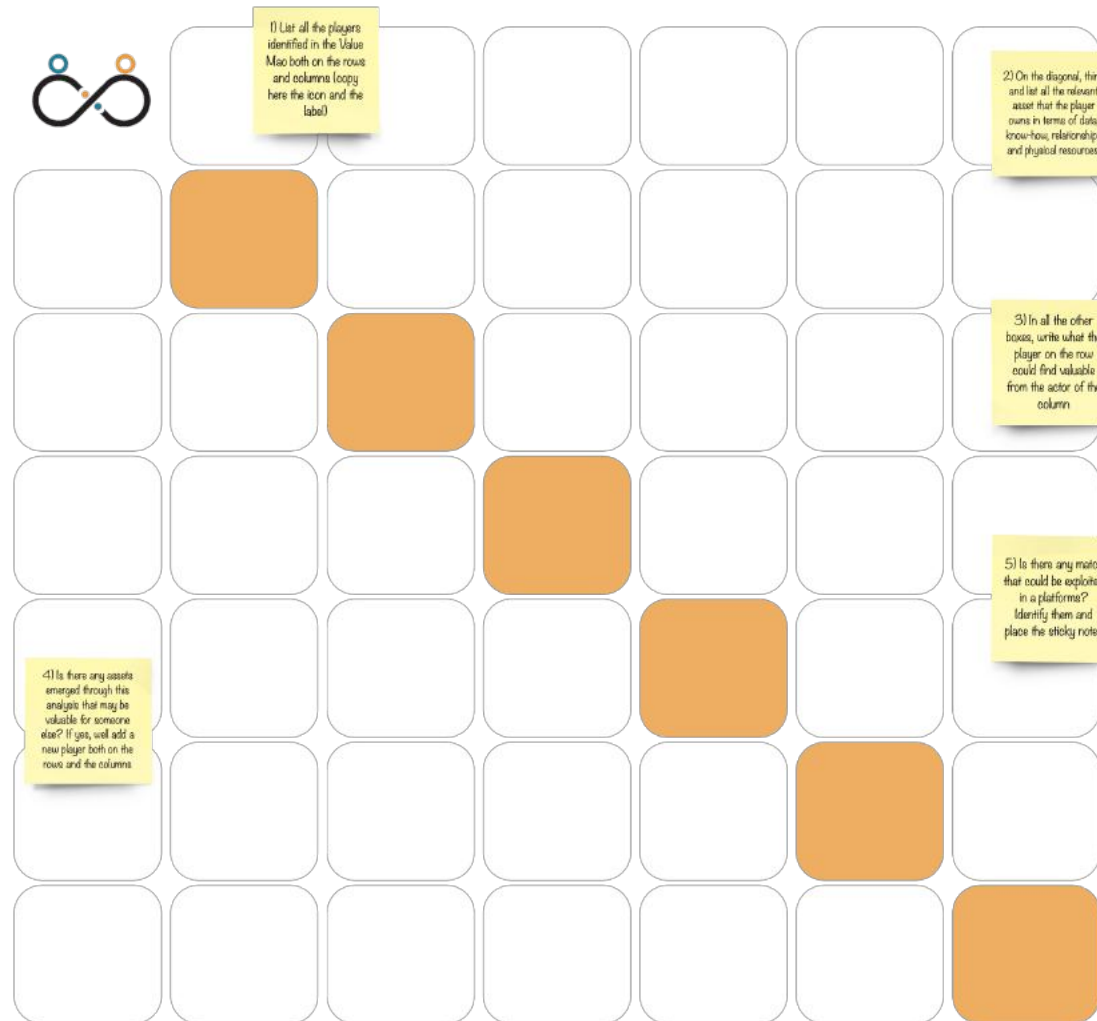
The Business Model Canvas



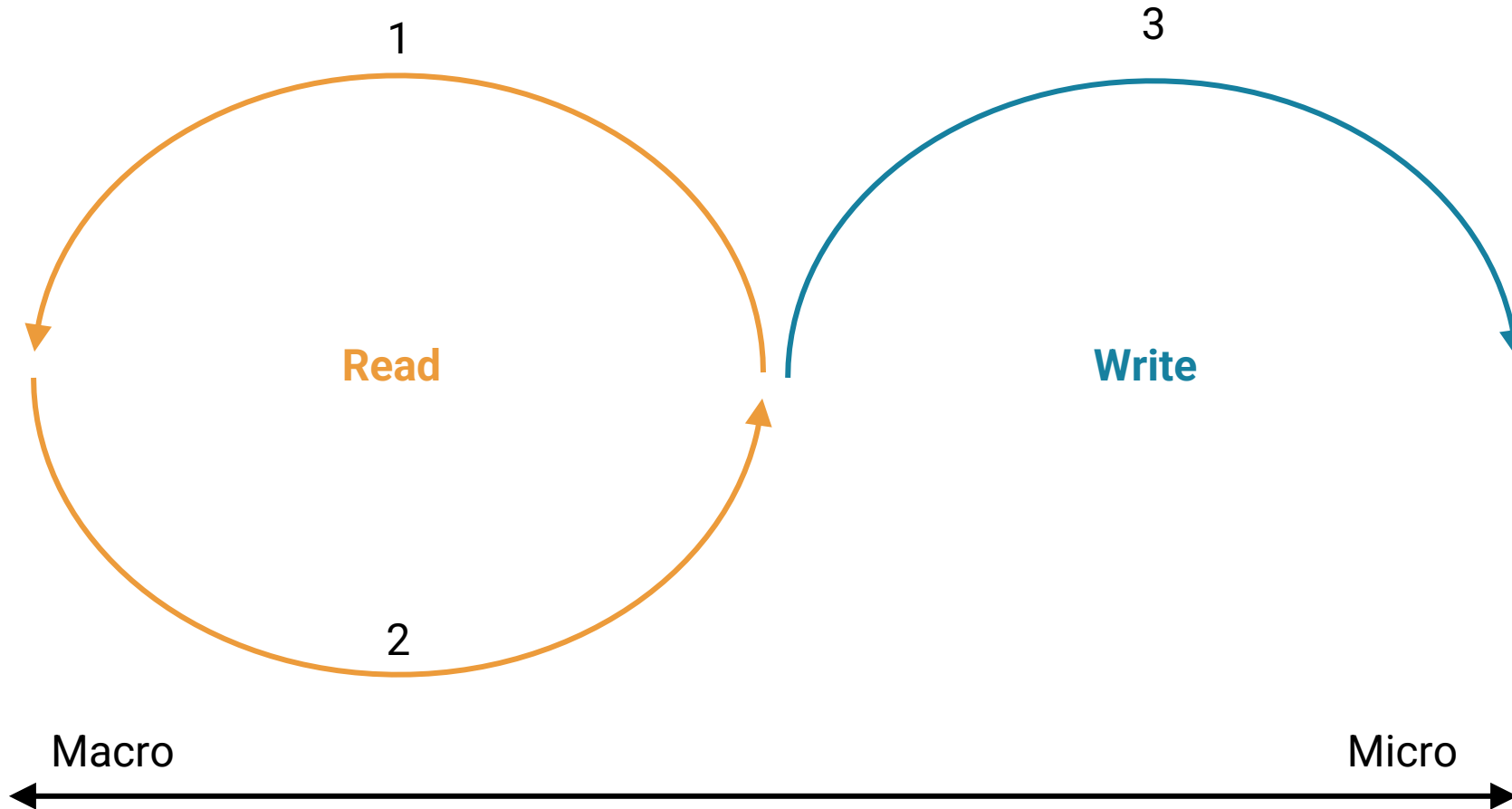
Step 2: Dive in and read (what you have)



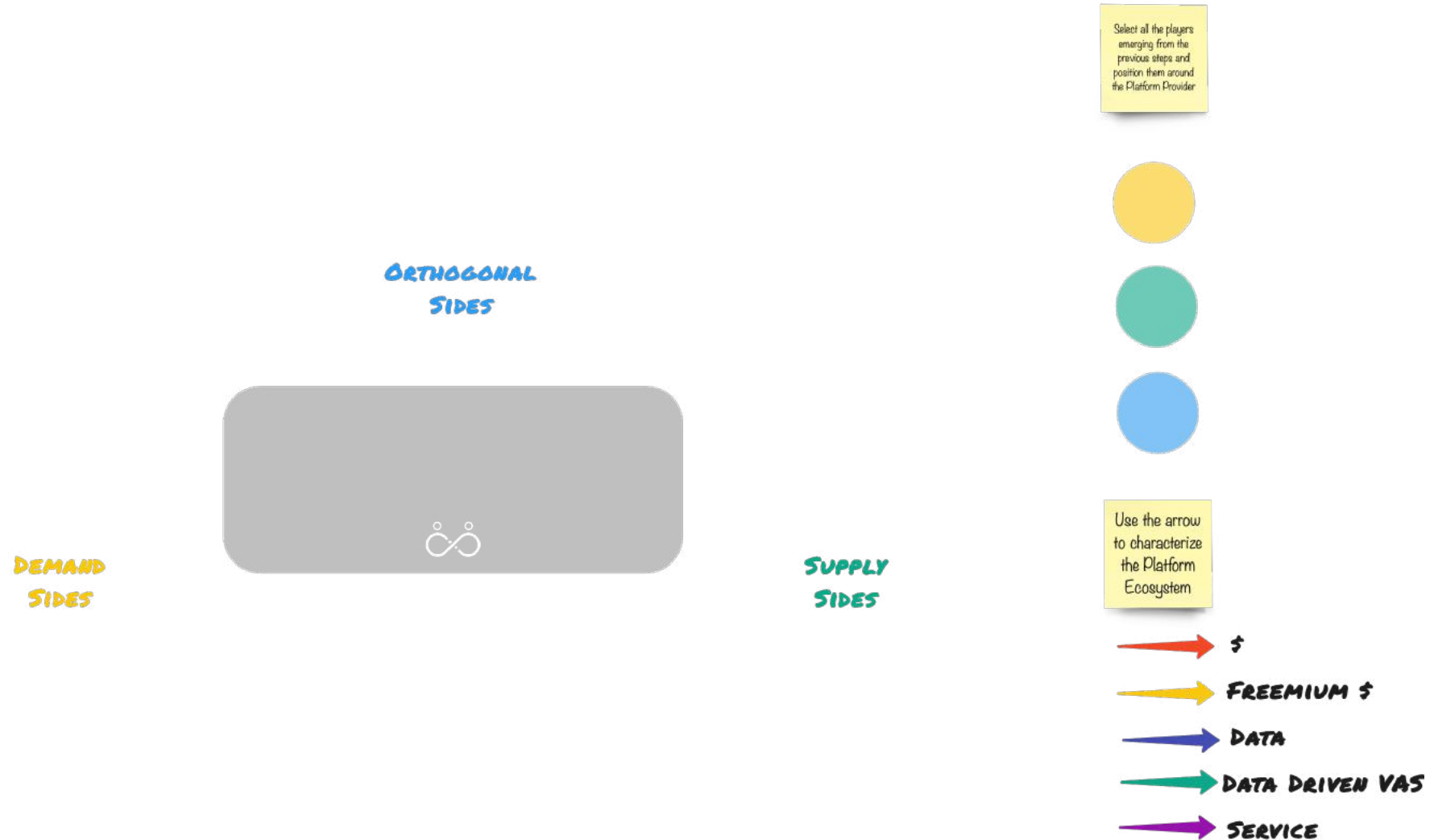
The Idle Asset Matrix



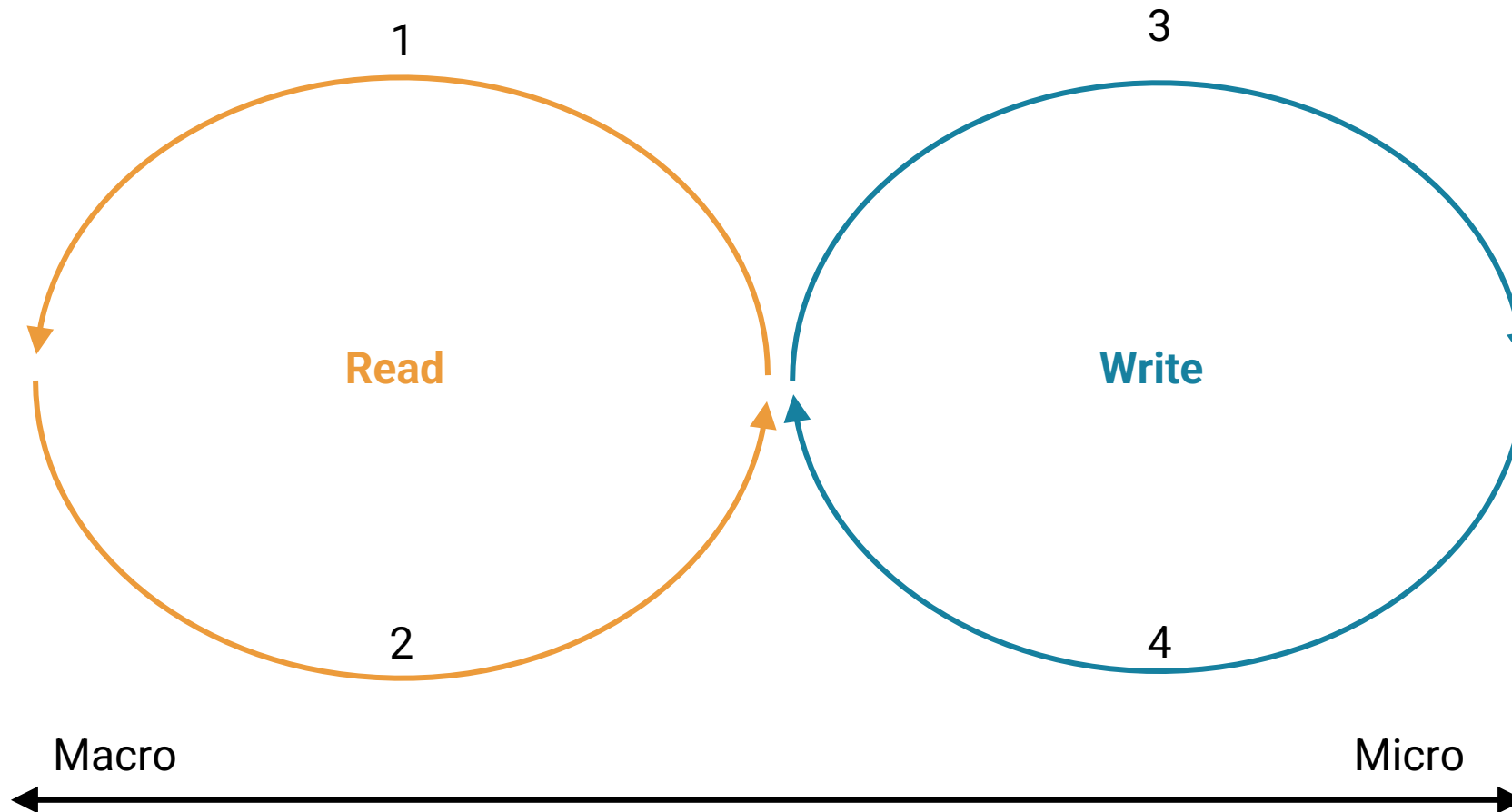
Step 3: Dive in and write (where you may go)



Platform Thinking Canvas



Step 4: Step back and write (the roadmap to get there)



Platform Thinking





PLATFORM THINKING TOOLKIT

BUSINESS MODEL CANVAS

- KEY PARTNERS:** Who partners and suppliers are needed by the whole organization to work?
- KEY ACTIVITIES:** What activities does the organization perform? What is essential?
- VALUE PROPOSITION:** What is the company offering to the customer? What is a compelling benefit? Why is it better than the competition?
- CUSTOMER RELATIONS:** What is the relationship between each customer segment and the organization?
- CUSTOMER SEGMENTS:** Who are the customers and what benefits do they expect? What do they really want to pay for?
- KEY RESOURCES:** What resources within the organization are essential?
- COST STRUCTURE:** (Bottom section)

IDLE-ASSET CANVAS

Start of the diagram... Here you find the sticky notes for the Idle Asset Canvas... Here you find the sticky notes for the Idle Asset Canvas... Here you find the sticky notes for the Idle Asset Canvas...

PLATFORM THINKING CANVAS

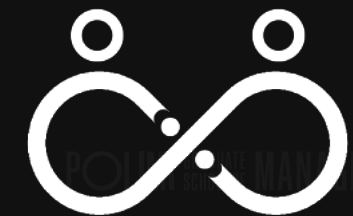
Diagram showing a central box with a double infinity symbol, surrounded by 'Demand Sides' and 'Supply Sides' labels. A legend below includes 'Data', 'Data Driven VA', and 'Service' with corresponding arrows.

THE ROADMAP

STEP 1

Legend for The Roadmap:

- Yellow circle: ?
- Green circle: FREEMIUM ?
- Blue circle: DATA
- Red arrow: DATA DRIVEN VAS
- Purple arrow: SERVICE



READ THE PAST. WRITE THE FUTURE.



PLATFORMS ARE ALL AROUND YOU.
ARE YOU READY TO START SEEING THEM?

PRE ORDER "PLATFORM THINKING" NOW
AVAILABLE ON MAY 10TH, 2023

