In an increasingly interconnected age, full of pervasive technologies, Platform Organizations are transforming the way we work and produce value. Operating as hubs, these platforms sustain interactions and organize skills & resources exchange beyond traditional organizational boundaries.

Platforms leverage Ecosystems to create unprecedented outcomes: several studies showed that network orchestrators (platforms) are more resilient and provide better results, revenues, and valuation.

Develop your ECOSYSTEM SHAPING STRATEGY

Creating value in the digitally enabled context is increasingly less about finding efficiency or exercising control and more about orchestrating and galvanizing parties to join a shared context. By providing channels to transact, components to recombine and enabling services that support evolution and scalable learning, the whole ecosystem can find new opportunities as all entities involved find a role to play.

Platforms generate more impact with fewer resources & evolve together with ecosystems.
Platform Organizations show two key engines of value creation:

- **The TRANSACTIONS ENGINE**: enable exchanges of different forms of value among a large ecosystem of entities reaching beyond the typical organization boundaries, connecting business units, employees and third parties and shaping the market behavior.

- **The IMPROVEMENT ENGINE**: offering a context for continuous performance improvement and upskilling to everyone involved, as a way to respond the continuous performance pressure of a complex age.

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**WHEN SHOULD YOU USE PLATFORM DESIGN?**

The word “platform” can be used to describe things as different as an internet marketplace startup, an API strategy or, more generally, a corporate strategy. Platforms can shape markets or mobilize ecosystem around a particular organizational mission (open innovation, IT development, HR...). Platform thinking can also be seen as a whole new way to look at processes, or even a way to innovate how a community work — such as with innovation hub or coworking space. Platform thinking can be applied not only to private endeavours but also be used to shape policies and public services, and even industry standardization programs.

Platform Design Thinking is a way to organize value creation within an ecosystem of interacting entities.

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DESCRIPTION OF THE WORKSHOP

The Platform Design Workshop is normally executed as part of a larger process and experience: we help teams better understand their strategic context first, then, when fully aware, we help them create their platform strategy in co-creation, and after that ensure they proceed with validation and execution.

<table>
<thead>
<tr>
<th>Pre Workshop</th>
<th>Key Workshop Outcomes</th>
<th>Post Workshop</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategic Awareness</td>
<td>Vision</td>
<td>Experience Design</td>
</tr>
<tr>
<td>&gt; Ecosystem scanning to discover what’s already available for the ecosystem</td>
<td>&gt; A picture of the ecosystem</td>
<td>&gt; Consolidate all the strategic and systemic thinking into actionable experiences that can be brought to the target ecosystem and their related business model</td>
</tr>
<tr>
<td>&gt; Value chain mapping and analysis to identify the elements to control and leverage</td>
<td>&gt; A description of the potential to transact value</td>
<td>&gt; A description of the support services that could be created to support evolution</td>
</tr>
</tbody>
</table>

We’ll organize on-demand our project focused design sprint for your team. It can take place in any location of your choice and is shaped according to your needs, in line with your strategic organizational challenges or strategies you want to develop, being them for new products and services, organizational evolution or more.

It may and should involve all the relevant stakeholders: managers, advisors, investors, teams, customers. We can help you identify the best people to bring to the table. This workshop will likely transform and enhance your ideas and will help you design with your ecosystem in mind, increasing your chances of success.

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THE OVERALL PROCESS FEATURES:

- a 2-3 days workshop, designed with you and facilitated by the Platform Design Toolkit senior facilitators;
- all preparation activities for strategic gameplay identification (can be done remotely or in an additional sprint);
- all materials and guides, that you’ll be keeping with you as they’re all open source;
- the creation of an insights document that tracks evidence of the platform strategy designed in the sprint, and helps the team deliver in the execution phase;
- a mentoring phase to ensure the team follows-up with the execution;

WHAT RESULTS YOU CAN EXPECT FROM THE WORKSHOP

Understand how to mobilize an existing ecosystem to create and exchange value facilitated by you, don’t waste energy in designing strategies to mobilize an ecosystem that doesn’t exist!

Identify the key transactions and ensure that channels exist for these to happen on the platform.

Learn how to create support services for the evolution of participants towards better performances.

Designing crystal clear experiences and identify all the steps to validate value propositions: save unnecessary expenses developing things your ecosystem doesn’t want.

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FAQ

What if I already have a platform project?
The workshop has been widely used to identify strategic shortcomings, pivot strategies, and ideas and provide teams with renewed clarity for execution.

How many people can participate?
We provided workshops to large groups, we can design an intervention based on a large group of stakeholders. For maximum productivity though, we normally suggest adopters invite less than 12 participants to a strategic workshop.

What is the Target Audience?

- Managers and Founders looking to generate innovation in big or small corporates and startups, who need to create new products;
- Creatives, Designers and Consultants who want to use a simple and effective set of design tools to design solutions for the present times;
- Community managers of digital platforms or collaborative spaces such as incubators, makerspaces, coworking spaces or networks;
- Social entrepreneurs and Public officials who want to understand how to increase the social impact of collaborative services with fewer investments.

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ABOUT THE PLATFORM DESIGN TOOLKIT

Born in 2013, the Platform Design Toolkit is now adopted worldwide by startups, corporates, and non-profit organizations, and is taught in some of the major business and design schools worldwide. Using Platform Design Toolkit means joining a global community of practice and using open source, creative commons released, zero lock-in tools you will always be free to use.

SOME OF OUR ADOPTERS

The Platform Design Toolkit is used by startups for vision shaping, incubators for mentorship programs, social enterprises, and open source projects looking for systemic impact, corporate strategy programs, and government agencies. See below some of our adopters.

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