



2-DAY PLATFORM DESIGN MASTERCLASS

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 the 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.

LONDON

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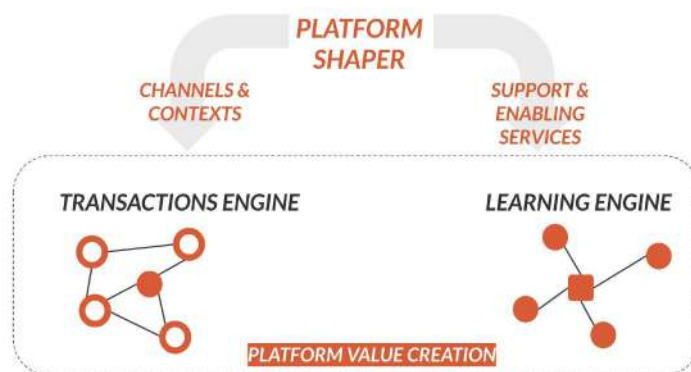
BARCELONA

& many more..

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hello@platformdesigntoolkit.com

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.



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 endeavors 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.

DESCRIPTION OF THE PUBLIC MASTERCLASS

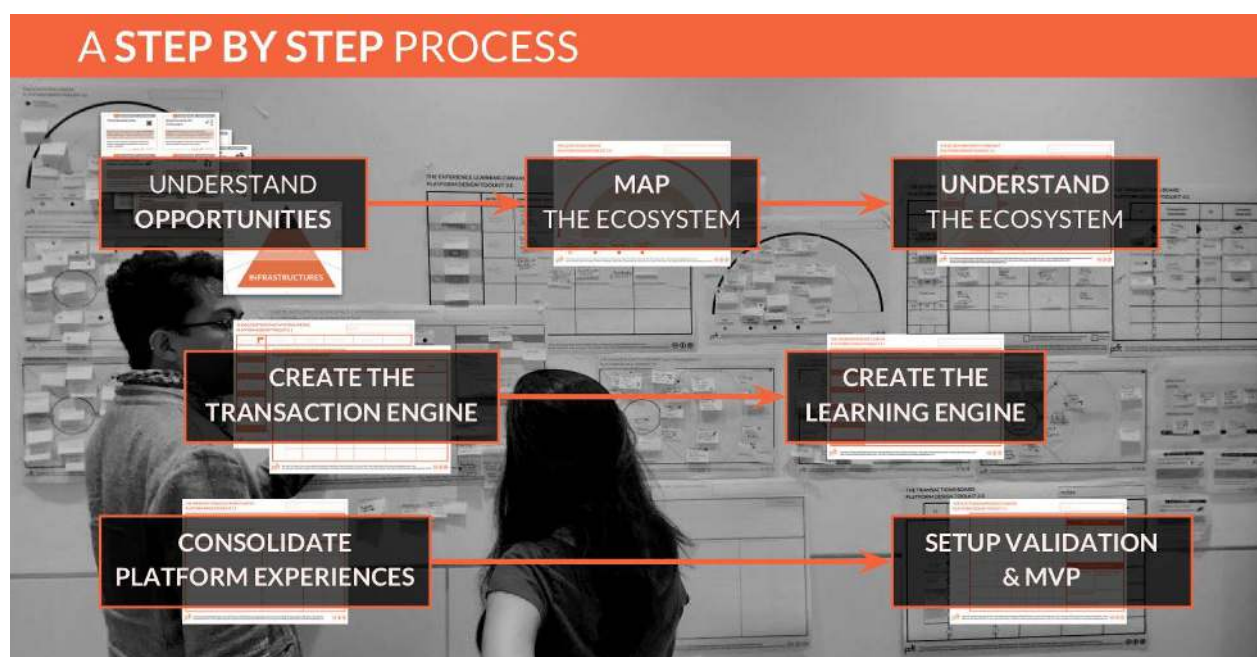
The **Platform Design Masterclass** is a **2-DAY** training format designed to help adopters learn how to use the Platform Design Toolkit, directly from the **project founders** and lead facilitators. Participants can join the masterclass as **single** or in a **team** of two, three, four or more.



During the Masterclass participants will **learn by doing**, using the **full framework** to design, understand or describe their own **strategies**, explore interesting and unexploited **market opportunities**, imagine how to **transform their current companies**.



Hundreds of participants from all over the world have joined the Platform Design Masterclass already, working on the design of new **products** or **services**, envision new **marketplace startups**, creating new **innovation strategies** for corporates or finding new ways to rethink the potential **impact** of social enterprises and non-profits.



Know more about the Platform Design Toolkit, get in touch with us and register to the Platform Design Newsletter here at www.platformdesigntoolkit.com / hello@platformdesigntoolkit.com - Call us: +39 3288818730

The real power of the Platform Design Masterclass is to help teams and participants work on their own projects coupling a learning experience with a strategic acceleration.








DETAILED DESCRIPTION OF THE MASTERCLASS

<p>PROGRAM</p>	<p>1 Understanding your Ecosystem</p> <p>We will help you understand the value chain of your market and the roles at play in your ecosystem.</p> <p>Using the canvases and other additional tools you'll be able to map all the actors in the ecosystem and the relations among them, as well as the motivations in exchanging value through the platform: you will learn how to motivate everyone to join and participate, relying on clear incentives.</p>	<p>2 Create a model of the Platform</p> <p>We will create a snapshot of how your platform strategy will provide services enabling the ecosystem participants to exchange value and improve performances.</p> <p>We will envision channels to allow value exchange and platform-provided services that can help consumers get a perfect experience while producers make the best of the platform and improve their performances on it.</p>	<p>3 Setup the discovery and validation phase</p> <p>We will help you prioritize the platform experiences you want to provide first, and identify what are the riskiest assumptions in your strategy.</p> <p>The materials created will then prepare you for the execution of preliminary exploration interviews, and for the creation of your Minimum Viable Platform. In this way, you'll be able to start developing your ecosystem without wasting resources.</p>
<p>TOPICS AND METHODS</p>	<p>The course will also cover topics of digital transformation and how this has changed the expectations of modern users: digital platform strategies will be studied and reported as solutions to conquer new markets in this context.</p> <p>In parallel with key information on the trends and technological innovations, we will use practical design tools such as the Canvases part of the Platform Design Toolkit, as well as other Business and Innovation Design Tools that can complement the Toolkit.</p>		

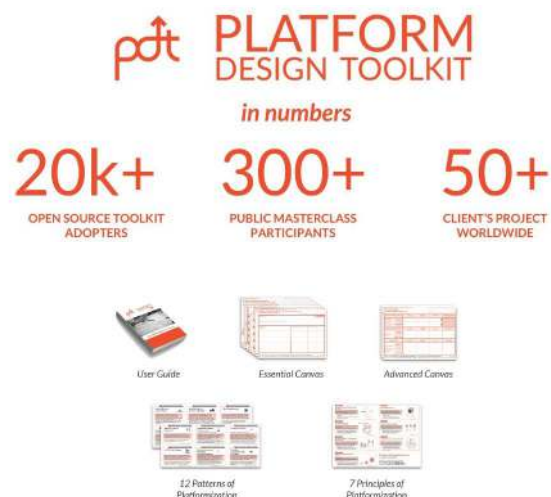
Every organization can use the Platform approach:
leverage on **Platform Design** to shape ecosystems.

WHAT TO EXPECT FROM THE PUBLIC MASTERCLASS

-  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.
-  Use a practical and open tool (in Creative Commons) that can be used dozens of times in everyone's professional activities

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.



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FAQ

What if I don't have a project but I still want to learn how to use the PDToolkit?

You may not realize it yet, but a Platform strategy can help achieve unprecedented results in any context: **creating new businesses, transforming processes in existing organizations**—from HR to open innovation—or even **envisioning your personal growth**. If you really think you don't have a platform project yet, we will use the platform thinking to examine the possibilities offered by a market context and we will help your platform strategy emerge from there. You'll also probably be able to collaborate with someone directly at the masterclass: making new friends and learning strategic thinking all at once!

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, maker spaces, 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.

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.



Buy your tickets for currently available public masterclasses from [here](#)