



ON DEMAND WORKSHOP

1 to 3 days

Today, **Platforms revolutionize the world**: operating as hubs, platforms “organize” interactions, skills & resources outside the traditional organization boundaries and **shape markets**.

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

AN OPPORTUNITY FOR ALL

After the transformation of key markets such as transport and tourism, we realized that the **platform model offers important possibilities in many new contexts**: smaller markets, niches, local markets; everyone can use this new approach thanks to simpler design tools.

Everyone wants to build **platforms** today: **connect users and companies** in peer-to-peer is the way to **higher growth** and **outstanding results**. Building a platform today means getting more done with less investment by leveraging the capabilities of the community and ecosystem to create value for the brand and the organization.

Platforms generate more revenues with fewer employees, evolve easily and have loyal users.

DESCRIPTION OF THE WORKSHOP

The Platform Design Workshop is a step by step experience of Platform Design: skilled facilitators will help you create your Platform strategy and help you get started with the first steps towards the implementation.

During the Workshop we use advanced co-creation techniques to make the best of the collective intelligence of your team: platform design is combined with other methodologies such as **Human Centered Design**, **Value Chain mapping**, **Business Modeling** and **Resource Based View** for a holistic approach.

1. Understanding Value Chain layers

2. Mapping Key assets

3. Mapping Ecosystem players

4. Designing a Platform Strategy

Our corporate workshop is **organized on-demand for your team** so it will take place in a location of your choice and will be shaped on your needs, in line with your strategic challenges or product to be developed. It **combines theory and practice on the topic of Platform Design**: you will learn not only how to use the canvases of the Platform Design Toolkit (both basic and advanced canvases) but also the major elements of the disruptive trends beyond the success of Platforms.

It's a **co-creation workshop** that 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 completely transform and enhance your business idea and will help you design with your ecosystem in mind, radically increasing your chances of success.

THE PACKAGE COULD FEATURE

- a 1/2/3 days workshop to be designed with you
- some preparation time (one call to nail down situation/needs/objectives + creation of a schedule document/design on demand)
- facilitation and materials
- creation of an insights document that tracks your platform strategy
- 4 hours of online coaching in the following weeks to help you follow-up
- the organization of a multiple days *offsite* event to make the most of the mindset-changing experience

THE WORKSHOP PROGRAM

0. Get Started about Platforms and Ecosystems

In the first stage the Platform Design Team will get you started about Platform Thinking: what trends are enabling this shift, how is technology pushing for networked business models and what are, in turn, the customer expectations driving the change in how we provide services in the XXIst century

1. Understanding your Ecosystem

We will help you understand the value chain of your market and the roles at play in your ecosystem.

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**.

2. Create a model of the Platform

We will create a **snapshot** of how your platform will provide services enabling the ecosystem participants to exchange value and improve performances.

We will envision **channels** to help value be exchanged and **platform provided services** that can help consumer get a perfect experience and producer make the best of the platform and improve their performances on it.

WHAT RESULTS YOU CAN EXPECT FROM THE WORKSHOP



Understand how to **motivate the ecosystem** to create and exchange value



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



Learn how to support the evolution of participants towards better performances



Help your ecosystem thrive, interact and create social capital and reputation for a thriving platform

“Every organization can use the Platform approach: be one of those leveraging on Platform Design to shape a market opportunity and improve your impact.”

FAQ

How do we get ready for the course?

Two weeks before the course we will send participants a series of key reads. However, the best way to prepare is to use our help in refining the workshop focus and strategic challenge that will be the topic of the workshop.

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

If your organization doesn't have a platform project yet, we will use the platform thinking to examine the possibilities offered by the market and we will help your platform strategy emerge from there.

Is it a course for experts? What kind of expertise should we involve?

This course is about the creation of new products and services but it faces it in a practical way, leaving participants with tools and references to use them. We surely need people who understand what it means to create a new product or service but previous knowledge on the subject of the platforms or design is not required. Sometimes, cross-fertilization coming from other company functions is desirable: we will help you find the best participants in the preparation.

WHO'S USING THE PLATFORM DESIGN TOOLKIT

In the last two years, the toolkit has been used by **startups** for vision shaping, **incubators** for mentorship programs, **social enterprises** and **open source projects** looking for systemic impact, **corporate** strategy programs and by **government** agencies. The Toolkit is also part of Master's degrees and bachelor courses both in Europe and in the US. Some of our early adopters follow.

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STARTUPS



RESEARCH,
EDUCATION &
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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