

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.

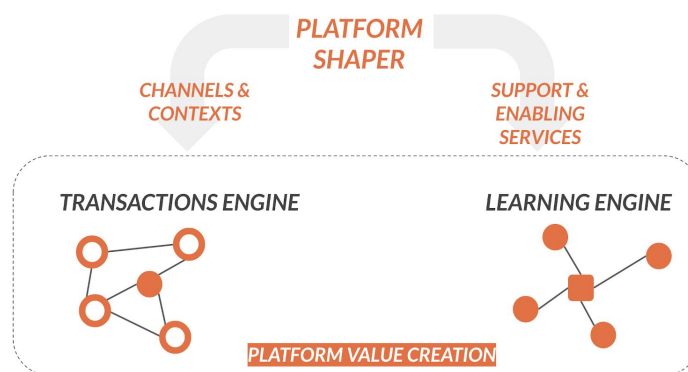
### Develop your **ECOSYSTEM SHAPING STRATEGY**

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 to 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 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.

## DESCRIPTION OF THE IGNITE PROGRAM

The Platform Ignite Program is normally based on a **2-3 months engagement** and is the **deepest** and **most productive** short-term iteration that a company can put in place when it comes to **strategically assess the platform opportunity**.

The program aims at:

- helping the organization **understand what are the new opportunities** enabled by platform thinking;
- help **several teams** to apply horizon scanning and value chain mapping to prepare strategic briefs that can be approached with platform thinking;
- **design full strategies** in a full immersion 2-3 day sprint dedicated to multiple teams (normally up to 10) that can exchange and interact creating powerful shared insights and a **shared language**;
- followup with a **team focused mentoring** with one of our mentors over 2 months to ensure the team is following up on plan execution.

### Typical Structure of a Platform Ignite Program<sup>1</sup>

Strategy Preparation		Strategy Design	Mentoring
Mindshift	Strategic Gameplay Assumptions	Platform Design Sprint	Validation
A short ½ day live session aimed at managers and decision makers (so that they can identify the teams that are suited to join the program),	Typically remote process based on webinars and check-in video calls, to execute the analysis that helps teams identify the strategic assumptions	A typically 2 days session aimed at several teams, able to do the systemic thinking and designing the new experiences they want to create for their ecosystems. Includes the preparation of the validation phase	A mentoring phase where platform design toolkit mentors will follow each team in the process to implement their lean validation campaigns
A key moment to understand the breadth of the transformation	Based on Ecosystem Scanning techniques, and Value Chain analysis	Based on Platform Design Toolkit 2.1, fully open source methodology, targeted to several teams in parallel	Based on interview scripts setup, and MVP prototyping

**Every revolution starts with a shared language**

<sup>1</sup> The final version of the programs will be designed based on your specific contexts

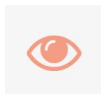
## THE IGNITE PROGRAM WILL ENSURE TO DELIVER:

- a fully aware management team;
- a thoughtful strategic process for teams to identify what are they trying to achieve and what are the strategic premises that transform the context they are addressing;
- all open source facilitation instructions and materials that can be reused;
- an *insights* report that tracks the impacts of the platform adoption;
- *coaching sessions* in the weeks following the workshop to help teams followup;

## WHAT RESULTS YOU CAN EXPECT FROM THE PROGRAM



Understanding the key opportunities your organization has in terms of new business strategies to be pursued in a world in transformation.



See where how value is perceived in the market, what elements you need to control, what external resources you can leverage on.



Understand how to measure the success of your strategy in a connected world, what does it mean to empower ecosystems.



Align management expectations, team execution and keep track of the learning in this transformational process.

## 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.


**pdT** **PLATFORM DESIGN TOOLKIT**


*in numbers*


**20k+**  
OPEN SOURCE TOOLKIT ADOPTERS


**300+**  
PUBLIC MASTERCLASS PARTICIPANTS


**50+**  
CLIENT'S PROJECT WORLDWIDE

 User Guide

 Essential Canvas

 Advanced Canvas

 12 Patterns of Platformization

 7 Principles of Platformization

## SOME OF OUR ADOPTERS

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



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