Private 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 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.
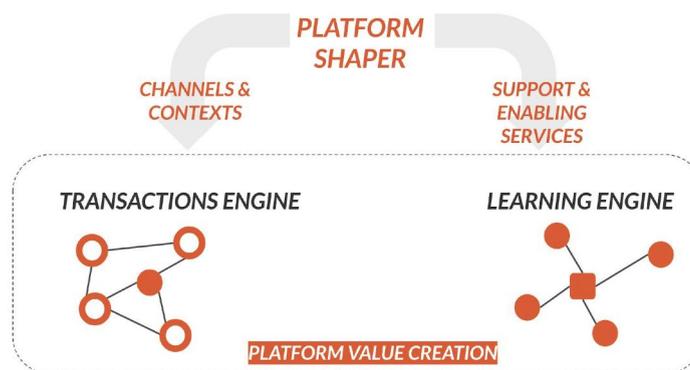
WHEN SHOULD YOU USE PLATFORM DESIGN?

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 PRIVATE 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.

"Great workshop to understand the essentials of platform design thinking and how to apply customer development and lean startup thinking to develop a platform proposition."

Bas Van Ulzen — Global Lead Accelerator
ING, Global

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**.

"The platform design toolkit is more than a tool, it is a mindset. It helped us explore how to connect all the players around innovation challenges".

Genevieve Douhet — Associate Director, Innovation
Société Générale

The Platform Design Masterclass already helped many companies training their people in leading the design of new platform **products** or **services**, envision new **marketplace startups**, creating new **innovation strategies** and finding new ways to rethink the potential **impact** of social enterprises and non-profits.
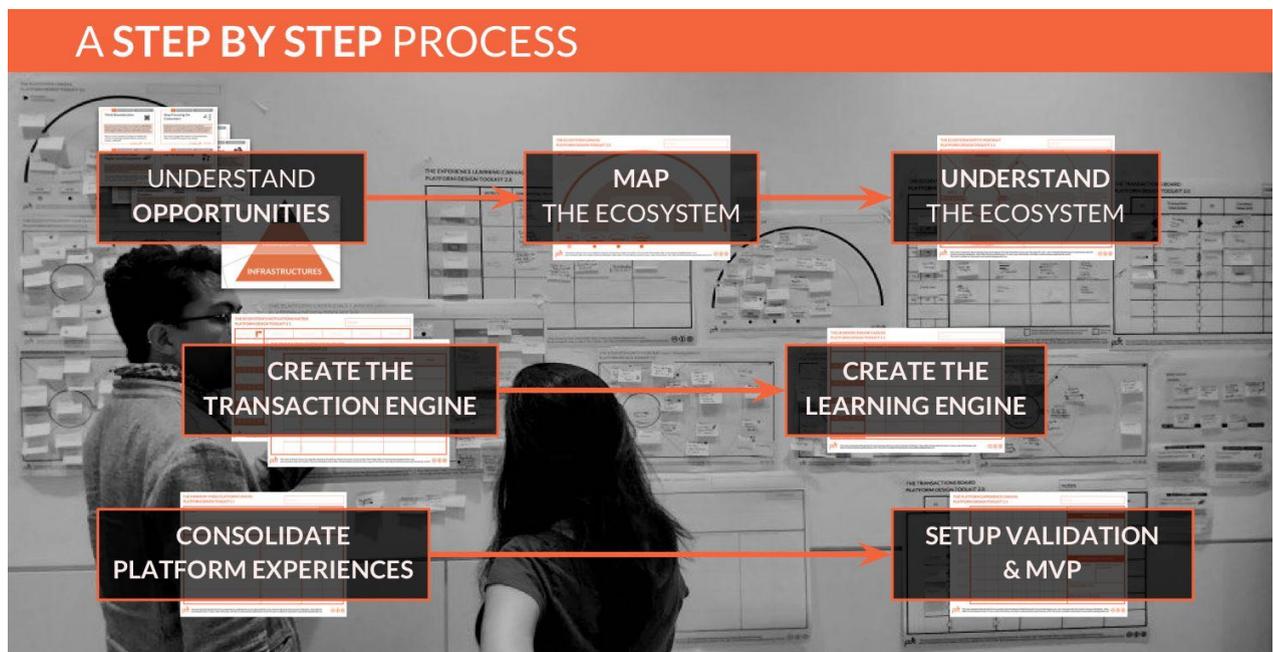
A STEP BY STEP PROCESS

UNDERSTAND OPPORTUNITIES → MAP THE ECOSYSTEM → UNDERSTAND THE ECOSYSTEM

CREATE THE TRANSACTION ENGINE → CREATE THE LEARNING ENGINE

CONSOLIDATE PLATFORM EXPERIENCES → SETUP VALIDATION & MVP

DETAILED DESCRIPTION OF THE MASTERCLASS

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**.

The Platform Design Private Masterclass is an experience designed to engage your teams and provide an **opportunity for your organization to learn while working on the existing strategic challenges** of **several parallel teams**. The teams will be able to work on their own while sharing insights and accelerate their platform strategies.

Expected Masterclass Outcomes		
Each team will be able to go through the following phases		
Vision	*Discovery*	*Validation & Prototyping*
> A picture of the ecosystem > A description of the potential to transact value > A description of the support services that could be created to support evolution	> All the information needed to set up ecosystem discovery interviews to validate assumptions about the value we provide to the users and why the platform will attract them in the first place	> All the information needed to setup and execute an MVP with the minimum cost and effort to maximize learning (verify core and riskiest assumptions)

We organize on-demand our masterclass 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, the products you want to develop or the mindset shifts you want to generate in your teams.

This Masterclass format can be scaled to many teams - we've been designing and running such events for up to 100 participants - our best experiences have been with 4-8 teams including 4-8 people, all working on different project briefs. We'll help you define the project briefs before the masterclass, in a way that maximizes both learning and strategic outcomes.

The Platform Design on demand masterclass provides your teams with a **learning opportunity** while producing strategies on real issues.

TESTIMONIALS

"Great workshop to understand the essentials of platform design thinking and how to apply customer development and lean startup thinking to develop a platform proposition."

**Bas Van Ulzen - Global Lead Accelerator and Innovation coaches
ING, Global**

"One of the most enlightening masterclasses you can follow; the epochal changes that involve society and thus the way to produce value are widely described by the design platform, giving new and fundamental tools to understanding our world."

**Giuseppe Pasceri - CTIO
Jobrapido**

"The platform design toolkit is more than a tool , it is a mindset. It helped us explore how to connect all the players around innovation challenges".

**Genevieve Douhet - Associate Director - Innovation
Société Générale**

"The master class really changed my perception of what is possible with platform thinking. The toolkit released the creativity leading to this change. The PDT is something we will have great use of in our future business modelling."

Christer Berg - CEO, The Swedish Computer Society
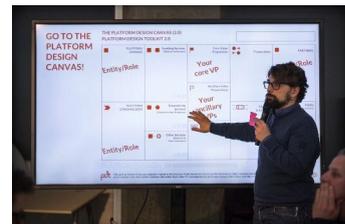
"Every organization can use PLATFORM DESIGN: be one of those leveraging on it to shape an industry opportunity."

DESCRIPTION OF THE ON-DEMAND MASTERCLASS

PROGRAM	**1.Understanding your Ecosystem** We will help your teams understand the context and the roles at play in the related ecosystem. Using the canvases and other additional tools your teams will 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: your teams 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 the platform strategies at play will provide services enabling the ecosystem participants to exchange value and improve performances. 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.	**3. Setup the discovery and validation phase** We will help your teams **prioritize** the platform experiences they want to provide first, and identify what are the **riskiest assumptions** in your strategy. The materials created will then prepare your teams 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.
TOPICS AND METHODS	The course will cover topics of digital transformation and how this has changed the expectations of modern users: digital platforms will be studied and reported as solutions to conquer new markets in this context. 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.		

WHAT TO EXPECT FROM THE MASTERCLASS

identify the entities and the main role in the ecosystem around a market opportunity or existing service that needs rethinking

design channels to monetize transactions and help the community-ecosystem to produce and exchange value inside the newly designed platform

create services that support the relationships and transactions in the ecosystem and improve platform performance in giving opportunities to participants

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

FAQ

What if we 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. We'll help you define the project briefs for your teams and make the masterclass a unique learning experience.

What is the Target Audience?

-   **Managers** and **Founders** looking to generate innovation in big or small corporations 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.

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*
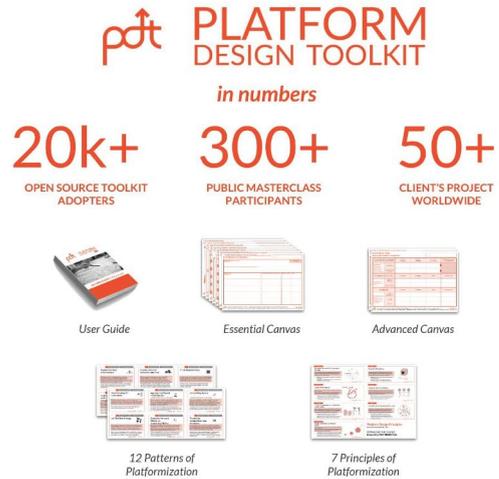
SOME OF OUR ADOPTERS

The Platform Design Toolkit is used by **startups** for vision shaping, **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.