



# 2 Day MASTERCLASS

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 create unprecedented outcomes: 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 now realize that the **platform model offers incredible possibilities in many new contexts**: smaller markets, niches, local markets, organizational strategies.

Everyone wants to use **platform strategies** today: **connecting users and entities** in peer-to-peer is the best way to **higher growth, outstanding results, terrific engagement**. Building a platform strategy means getting **more results with less** investments: leveraging communities and ecosystem to create value for the brand and the organization.

**Platforms generate more revenues with fewer employees, evolve easier and attract loyal users.**

## THE PUBLIC - 2 DAY - PLATFORM DESIGN 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 no-profits.

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 powerful **strategic acceleration**.

## 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 masterclass 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."*

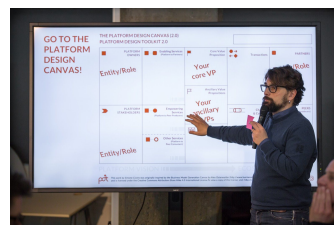
Giuseppe Pasceri - CTIO  
Jobrapido

*"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



## DETAILED DESCRIPTION OF THE MASTERCLASS

<b>PROGRAM</b>	<b>1. Understanding your Ecosystem</b> 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 <b>actors</b> in the ecosystem and the relations among them, as well as the <b>motivations</b> in exchanging value through the platform: you will learn how to motivate everyone to join and participate, relying on clear <b>incentives</b> .	<b>2. Create a model of the Platform</b> We will create a <b>snapshot</b> of how your platform strategy will provide services enabling the ecosystem participants to exchange value and improve performances.  We will envision <b>channels</b> to allow value exchange and <b>platform-provided services</b> that can help consumers get a perfect experience while producers make the best of the platform and improve their performances on it.	<b>3. Setup the discovery and validation phase</b> We will help you <b>prioritize</b> the platform experiences you want to provide first, and identify what are the <b>riskiest assumptions</b> in your strategy.  The materials created will then prepare you for the <b>execution</b> of preliminary exploration <b>interviews</b> , and for the creation of your <b>Minimum Viable Platform</b> . In this way you'll be able to start developing your ecosystem without wasting resources.
<b>TOPICS AND METHODS</b>	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.		

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

## 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 to be rethought



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

## ABOUT THE PLATFORM DESIGN TOOLKIT

Born in 2013, the **Platform Design Toolkit** has already been adopted worldwide by successful startups, corporates and non profit organizations. European and American business schools used the PDT in their courses. Countless designers and entrepreneurs from around the world have used it to shape their projects and ventures.

