

THE PLATFORM EXPERIENCE CANVAS

PLATFORM DESIGN TOOLKIT 2.1

notes

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|----------------------|--|--|--|--|--|--|-----------------------------------|---------------------------------|------------------|
| channel / touchpoint | | | | | | | EXPERIENCE NAME | | |
| | | | | | | | INVOLVED ENTITIES | | |
| channel / touchpoint | | | | | | | A - Core entity | B - Other entity | C - Other entity |
| | | | | | | | | D - Other entity | E - Other entity |
| channel / touchpoint | | | | | | | Value Proposition for Core Entity | | |
| | | | | | | | | | |
| channel / touchpoint | | | | | | | BUSINESS MODEL ELEMENTS | | |
| | | | | | | | Platform Activities | Platform Resources / Components | |
| channel / touchpoint | | | | | | | | | |
| | | | | | | | Value Provided / Cost | | |
| channel / touchpoint | | | | | | | Value Captured / Revenues | | |
| | | | | | | | | | |

