Platform Revolution

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Platforms

- Business and technology building blocks.
- Resources used in common; network effects.
- Match buyers & suppliers; transact and create value using platform resources.
Disruption Past: News

The Boston Globe
The Huffington Post
The Times-Picayune

Path: Aggregation; Classified Ad Revenue
Problem Solved: Social Curation
Disruption Present: Lodging

Path: New Supply

Problem Solved: Trust/Insurance
Patterns of Disruption
Patterns of Disruption
Patterns of Disruption
Disruption Present: Education

Path: New Supply; Break the Bundle
Problem To Solve: Certification
Regulation Wars
Why Now? Many new users!

Global Internet Connected Device Shipments

Units

BI INTELLIGENCE

Tablets

Smartphones

Personal Computers

Source: Gartner, IDC, Strategy Analytics, company filings, BI Intelligence estimates
Why Now? New Behavior
Why Now? Falling costs of entry

http://www.bothsidesofthetable.com/2012/05/23/its-morning-in-venture-capital/
The Accidental Platforms
Platforms by design
Many Targets

- Legal
- Education
- Finance
- Energy
- Transportation
- ...

http://marketingyoucanuse.com

Pattern: Gatekeeper, Supply, Co-creation
Takeaways

• Design with intent
• Organize internally
• Nurture ecosystems
• Create flow and data

http://fitdeck.com/connect/bid/93264/The-Sunrise-Start