

A hand is shown holding a large, semi-transparent globe. The globe is divided into several colored segments: cyan, purple, yellow, and orange. A complex digital network of white lines and glowing nodes is overlaid on the globe and the hand. In the top left corner, there is a dark blue square containing the text 'GERBUS' in white, with 'Executive Forum' written in white to its right. In the center of the globe, the text 'GERBUS Knowledge Days' and 'Einladung & Programm' is displayed in a dark blue font. In the bottom left corner, there is a small white square containing a stylized molecular or network structure. The background is a dark, slightly blurred image of a hand holding the globe.

GERBUS Executive
Forum

GERBUS Knowledge Days
Einladung & Programm

Platform Business Model Revolution
mit Simon Torrance, Autor & World Economic Forum
Digital Platforms & Ecosystems Executive Board Member
Donnerstag, 6. Juni 2019 in Hamburg

Platform Business Model Revolution

How to create and implement a platform strategy that transforms your business model for the digital economy

Profits in traditional sectors are shrinking as digitization accelerates and competition increases. But new growth opportunities are emerging for traditional businesses and established companies who can create bold new strategies. Incorporating platform and ecosystem thinking is key to this.

Today the most valuable companies in the digital economy, and the majority of 'Unicorn' start ups operate business models based on platforms and ecosystem management. Few traditional companies have been able to replicate their success even though, in principle, they have the assets to do so.

Although dominantly related to "newcomers", like Amazon, Alibaba and Facebook, a platform strategy option is no longer reserved for the big few. On this GERBUS Knowledge Day, we will explain why and how traditional companies can transform their business models with a platform and ecosystem strategy.

Simon Torrance

Autor , World Economic Forum Digital Platforms & Ecosystems Executive Board Member

Simon is one of the world's leading experts on Platform Strategy and Business Models. He is a senior independent advisor to Boards and Leadership Teams on business model transformation, platform strategy and digital ecosystem management. He is a member of the World Economic Forum's 'Digital Platforms & Ecosystems' executive working group, author/presenter of the New Growth Playbook, and Executive Producer of the Platform Economy Summit Europe. Simon is also a guest lecturer at the Singularity



GERBUS Knowledge Days – Agenda

8.30 - 9.00 Arrival & Registration

The Platform Business Model Revolution

- How platform business models work and why they are so powerful
- Best case studies from Europe, US, Asia, Africa, S.America: different sectors

Platform Business Strategy Options

- The 10 platform strategies and which to choose
- The 5 steps to RENEW transform your company's business model

12.30 - 13.15 Lunchbuffet & Networking

The Platform Business Canvas Model

- Work through a platform canvas on a market opportunity
- How to create a 'business model portfolio'

Roadmap for Transformation

- Options for implementation: build, buy, partner
- Update on latest technologies (AI and Blockchain)

Wrap Up & Good Bye (latest at 18.00)

Coffee breaks - morning & afternoon included

Key Take-Aways

- How do platform business models work to create new value and why are they so powerful?
- (How) can traditional companies transform their business models?
- What are the 10 platform strategies and which to adopt?
- What are the options for implementing platform strategies: build, buy, partner?
- What are the practical opportunities to leverage new technologies like AI and Blockchain?
- What are the 5 practical steps to RENEW your organisation's business model and make it fit for the digital economy?

Über uns

Die **GERBUS Academy** ist eine deutsche Business Academy, die in Zusammenarbeit mit weltweit anerkannten Management-Denkern und Professoren aus international hochrangigen Business Schools, Management Programme und Foren anbietet.

GERBUS Executive Forum ist unser exklusives Netzwerk und Innovationsplattform für das Senior Management und Entscheider. Als Teilnehmer steht Ihnen unser **Future_as_a_Service** zur Verfügung – darunter unseren **GERBUS Knowledge Days**.

Themenorientiert, komprimiert und intensiv – in einer exklusiven Runde – präsentieren wir, dreimal pro Jahr, neue Impulse und Business-Trends und behandeln aktuellste Erkenntnisse, Ansätze und Methoden. Die Knowledge Days sind auch einzeln – durch Einladung oder auf Anfrage – buchbar. Unsere aktuellen Fees und Preise, finden Sie auf unserer Website. Nutzen Sie auch den QR-Code für den direkten Link.

Anmeldung und praktische Informationen für Donnerstag, 6. Juni 2019

Anmeldung:

Das Tagesprogramm ist in unserer Future_as_a_Service Fee bzw. Tagesticketpreis inkludiert. Ihre Anmeldung ist aber trotzdem erforderlich.

Veranstaltungsort:

SIDE Design Hotel, Drehbahn 49, 20354 Hamburg
Tel.: 040/30 99 90, www.side-hamburg.de
Fahrzeit zum Flughafen: ca. 35 Minuten

Fragen, Kontakt & Anmeldung

Rufen Sie uns gerne an unter 040 / 6 97 97 462 – 22
Gerne nehmen wir Ihre Anmeldung telefonisch auf
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GERBUS Knowledge Days

Wissen schafft
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