

**GERBUS Academy Executive Education**  
presenting:

**GER  
BUS** German  
Business  
Academy

# Platform Strategy

*The key to success in the digital economy*

**- Live Online Program -**

# Platform Strategy – Online Program – Introduction

“If you don’t have a platform strategy, you don’t have a strategy” ... Our GERBUS **Platform Strategy Online Program** is a crash course enabling you to understand the dynamics of the most powerful business model of our time and apply these learnings to your own business.

Platforms businesses are currently re-shaping and disrupting every industry. McKinsey forecasts that 30% of global economic activity (\$60 trillion) could be mediated by platforms within new digital ecosystems by 2025. *What’s your company’s strategy for this?*

A recent study showed that 89% of German companies consider platforms to be important for future economic growth, however, less than 3% of companies have an effective platform strategy in place.

## Your benefit:

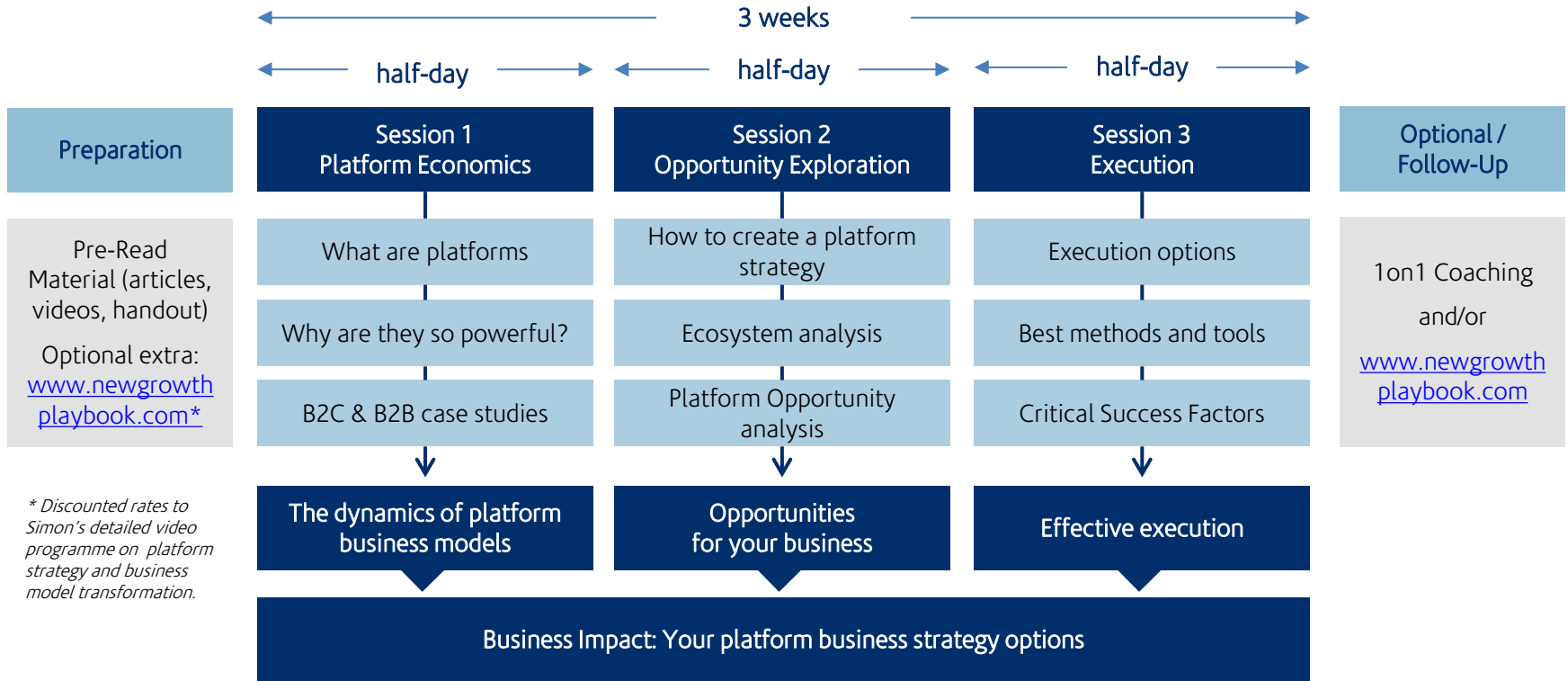
- Condensed and intensive online program for tomorrow’s leaders
- Small and exclusive group of participants (max. 25) to ensure valuable interaction and maximum outcome
- Cutting-edge insight into the dynamics of the platform economy, digital ecosystems and business models
- Training in the best tools and methods to create an effective platform strategy
- Developed in co-operation with and performed by Simon Torrance, one of the world’s leading experts on this topic

## More Information:

- Upon completion, receipt of a certificate of participation from GERBUS Academy
- 3 x virtual sessions of half-a-day each (incl. breaks & virtual networking) – 1 session per week
- The program is launched at min. 15 sign ups. Language: English
- No software installation required – we are using Zoom (or equivalent) as conferencing system

**Tuition Fee: 1.490,- EUR (plus VAT)**

# Platform Strategy – Online Program – Program overview



\* Discounted rates to  
Simon's detailed video  
programme on platform  
strategy and business  
model transformation.

*With Breaks, Break-Out Working Sessions, time for Q&A and inter-active dialog.*

# Platform Strategy – Online Program – Session descriptions

## Session 1 Platform Economics

**Understand** the most powerful business model of our time and why every business needs an effective platform strategy.

We will examine the **concept of platforms** and how they work – incl. aspects such as **network effects**, design of **multi-sided value propositions**, compelling platform services and **monetization strategies**.

We will deep dive into the **life cycles of platforms**: What needs to be done when, what are key priorities and key metrics in each phase. How to address the **chicken-egg problem**, and how to leverage corporate assets to create **unfair advantages**.

The first session will conclude with detailed analyses of the most instructive **B2C & B2B case studies** from across multiple sectors and geographies.

## Session 2 Opportunity Exploration

**Explore** how to identify and evaluate platform opportunities in existing value chains or emerging business ecosystems.

We will introduce you to a **discovery process** which allows you to scan your value chains for inefficiencies and friction and design build a **portfolio** of high impact platform opportunities.

This includes insights into **how to validate multi-sided value propositions** and get market input to lower the risk for failure.

We will also have a look at the strategic **implications of platforms to your core business** and evaluate a build, partner, buy or join strategy.

Based on case studies we explore the paths of winners and losers to help you understand **best practices and pitfalls**.

## Session 3 Launch & Scale

**Learn** to develop a scalable platform strategy to drive profitable growth in fast-changing markets.

Starting with the right **launch strategy** and how to solve the chicken-egg problem to build critical mass rapidly.

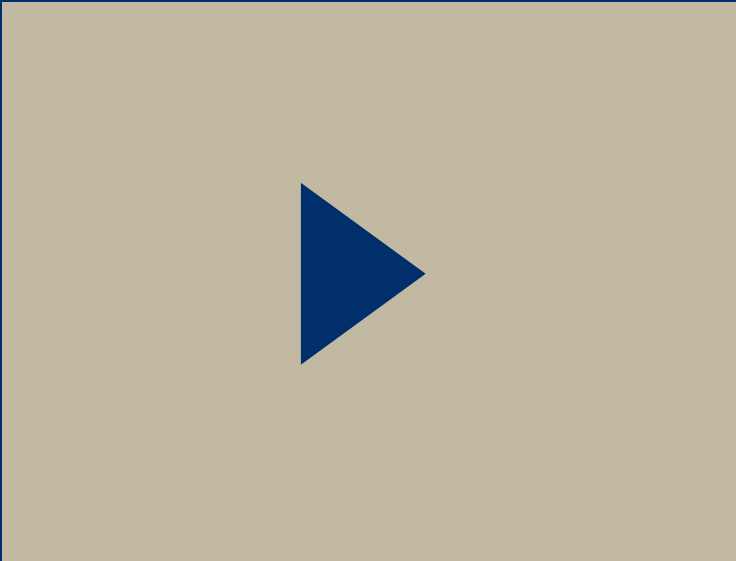
Learn about **market inflection points** and how to reach them, to unlock network effects and self-driving growth.

Understand the differences between same-side and cross-side **network effects** and how to stimulate them properly.

As **new technologies** like IoT, AI and Blockchain are key shaping technologies we will explore the impact of them to platform businesses and how to best leverage them.

We will conclude with an **outlook into the future** of platforms and ecosystems and what it means for industries without borders and multi-service platforms.

## Video: Why every company needs a platform strategy (Coming soon)



## Simon Torrance Biography



Simon Torrance is one of the world's foremost experts on platform strategy and execution. He works with Boards and Leadership Teams across multiple sectors and geographies to define and execute new business models.

Simon Torrance is a member of the World Economic Forum's 'Digital Platforms & Ecosystems' executive working group, co-founder and Chair of the world's biggest event on platforms, the [Platform Economy Summit](#), guest lecturer at Singularity University, author and presenter of the [New Growth Playbook](#) and co-author of a new book, *'FIGHTBACK - how to win in the digital economy with platforms, ventures and entrepreneurs'*. Full details [here](#).