Platform Design Workshop

Intro Webinar

For T2I use only

PLATFORM DESIGN TOOLKIT

Interreg Alpine Space

EUROPEAN UNION

DesAlps

PRESENTATION

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Strategic Designer and Social Entrepreneur,
specialized in Social Innovation

Co-facilitator at **Platform Design Toolkit**.

As Designer he's working harnessing collective intelligence to design communities of practice, and designing and executing change management processes for organisation.

As Social Entrepreneur he co-founded **School Raising**, the first Italian crowdfunding platform for school projects, and **Mitosis**, a "family feeling" co-working space in Berlin.

Following a research made by Ashoka Italy in Feb 2015, Guglielmo is one of the first 12 more connected changemakers in Italy.

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GUGLIELMO

What is the Platform Design Toolkit exactly?

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a **toolkit** and methodology that helps designers, founders and managers to design strategies, products and organizations *"as a platform"* based on the tradition of **business modeling**, **service design** and **lean thinking**;

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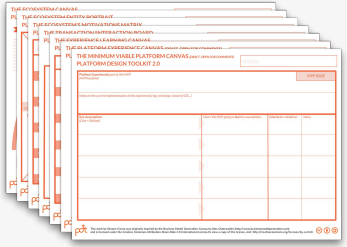
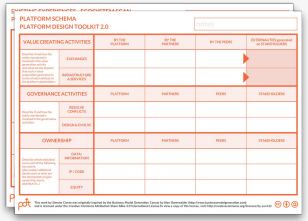
User Guide

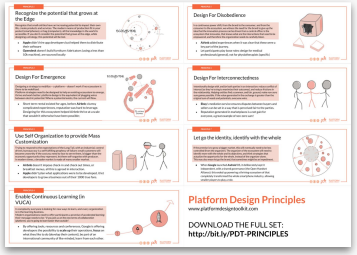


Essential Canvas



Advanced Canvas

12 Patterns of Platformization



7 Principles of Platformization

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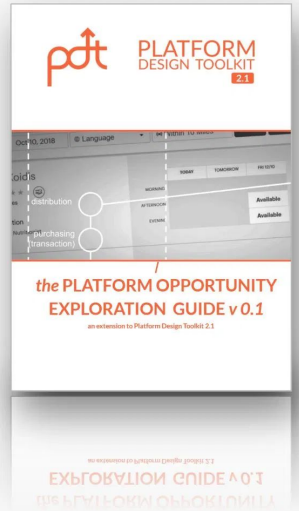
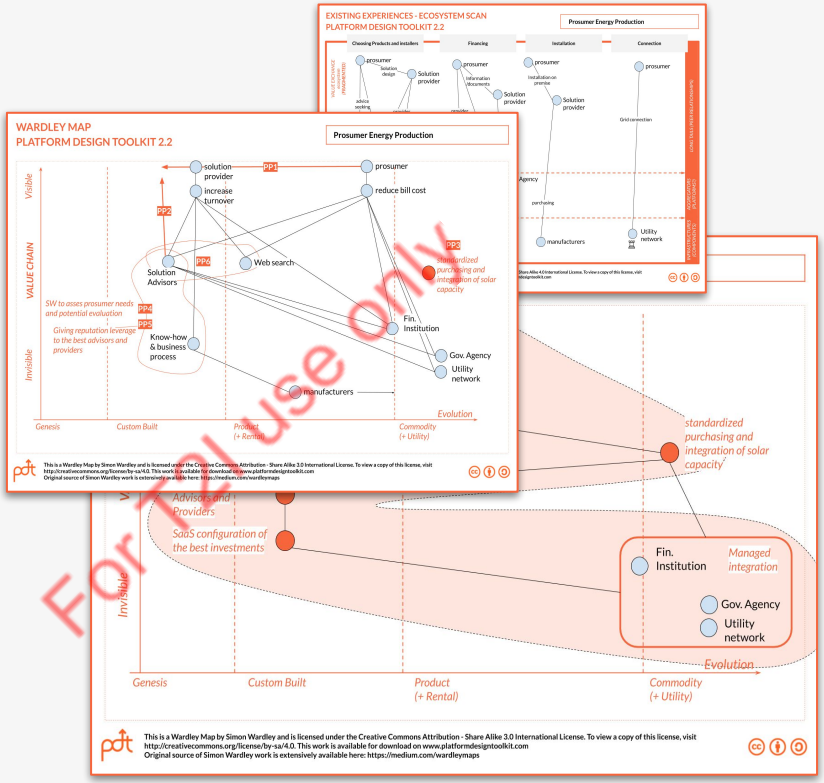
THE DESIGN TOOLS



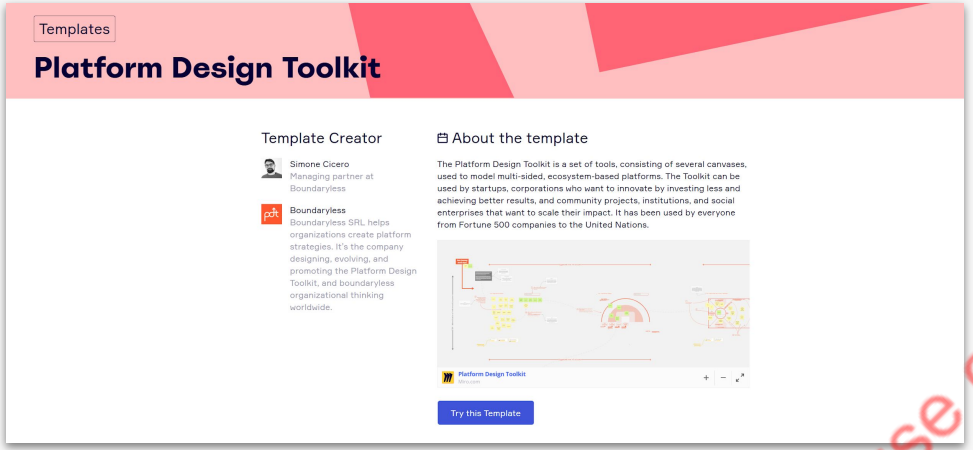
A visual guide to transforming value chains through aggregation



For Pulse only

THE EXPLORATION TOOLS

CC BY SA



The Lean Ecosystem Discovery Interview Cheatsheet 0.2 - Platform Design Toolkit 2.2

Phases	Key aspects we want to discover	Notes on how to optimize the questions for the Peer Consumers	Notes on how to optimize the questions for the Peer Producers	Notes on how to optimize the questions for the Partners
First Phase: **Ecosystem-Potential Fit** Key questions to explore ⇒ Does the Ecosystem Exist? ⇒ Are the entities that I've identified in the Ecosystem: 1. trying to play the role I think they're trying to play? 2. going through a sub-optimal experience doing it that can be radically improved?	Are they feeling **pressures** I've identified?		Note that pressures are most likely key for value producers	
	Are they trying to achieve the **goals** I've identified?			
	Are they trying to **express their potential** to respond to pressure and reach their goals in this market?	Try to assess if they're already trying to spend money (or value) on consuming value from other peer entities and validate how much are they spending on it	Try to assess if they're already trying to act as independent producers in a peer to peer market	Try to assess if they're already working continuously as independent producers in a peer to peer market
	Are they going through bad user experiences? Are they looking for more **convenience** (convenience gains)?	Try to focus on validating your assumptions about how they feel that the experiences they're living could be faster, cheaper, easier.		
	Are they looking to **access more of the other side of the market in terms of niche experiences**?	Try to assess if they are for options that fit with their niche, personalized expectations. A few good directions to explore are: ⇒ **geographic** niches (eg: my city) ⇒ **tribe** niches (eg: design) ⇒ **time** niches (eg: after work) ⇒ **cultural** niches (eg: language)	Try to assess if they're trying to serve a specific niche, if they are trying specializing in a particular niche of work. A few good directions to explore are: ⇒ **geographic** niches (eg: on a particular cohort of local users) ⇒ **tribe** niches (eg: on a particular vogue or class of users) ⇒ **time** niches (eg: providing their services in a particular time that fits with their agenda) ⇒ **cultural** niches (eg: providing services in a particular language)	
Second Phase: **Potential-Platform Fit** Is my Platform Experience going to allow them to express their potential and play the role better **inside** than **outside** the platform strategy?	Is the platform experience I want to create for them representing a **better option to express their potential** respect to being outside and play alone?	Focus on validating the assumptions regarding how the platform experience will provide them more convenience and access to more personalized experiences	Focus on validating the assumptions regarding how the platform experience will provide them not only convenience, but also ways to answer the performance pressures, and it how will put them in touch with specialized, niche demand	

The Lean Ecosystem Discovery Interview Cheatsheet 0.2 - is part of the Platform Design Toolkit (www.platformdesigntoolkit.com) , released by Bounadryless SRL under CC-BY-SA license

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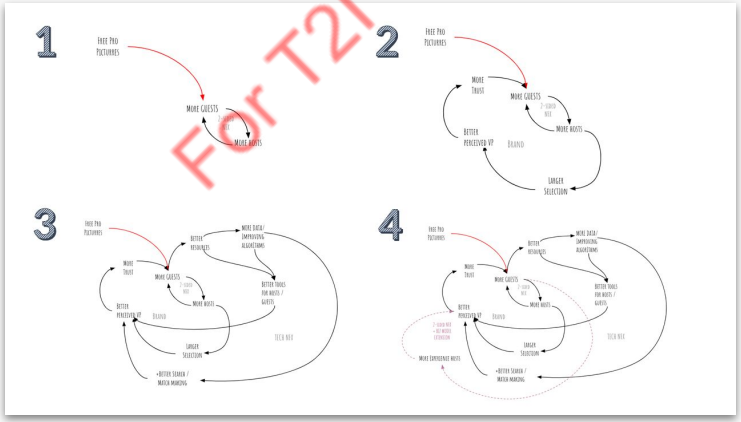
Further support tools to help organizations execute growth and validation



A BROADER SET OF SUPPORTS

business.

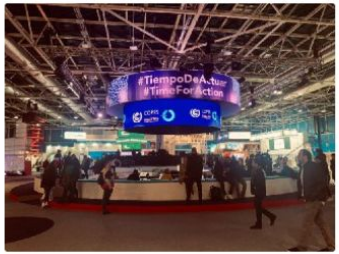
mercoledì 18 dicembre 2019

Stina 09:06:32

Something that can feed into the thinking about social and environmental impact of platforms.

https://medium.com/hola-glovo/digital-platforms-time-to-skyrocket-climate-impact-through-technology-1d2698deb9e6

> **Digital platforms : time to skyrocket climate impact through technology**
> Since the Paris Agreement was voted at COP21 in 2015, each UN Climate Change Conference brings a new round of commitments taken by...



giovedì 19 dicembre 2019

Shruthi Prakash si è unito al gruppo tramite link d'invito

Shruthi Prakash 06:13:47

Hi all,

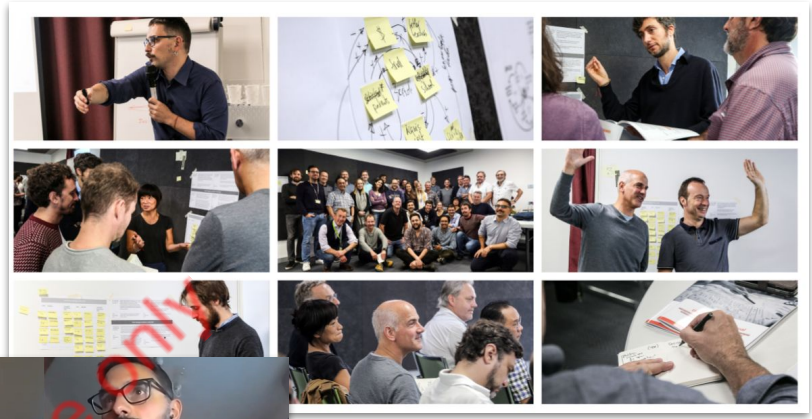
Shruthi Prakash here. I work at Bosch (India), in the field of Business Model Innovations in the Electric Vehicle segment. I attended the last Masterclass with the PDT team at Amersfoort.

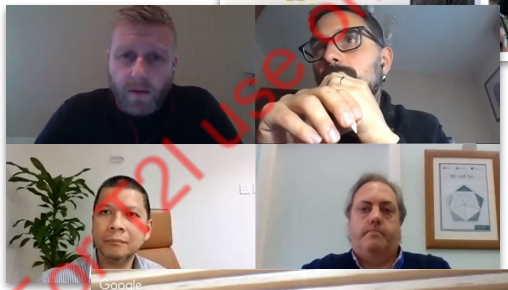
Looking forward to constructive conversations on this group. :)

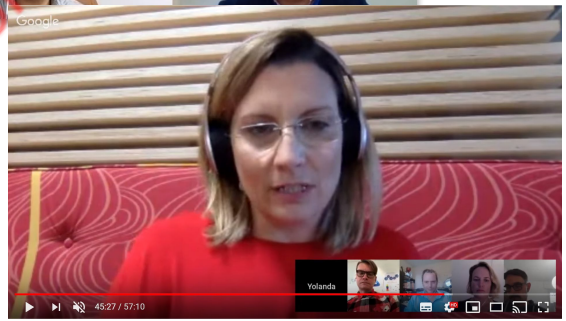
Simone c. amministratore 08:11:13

> **Shruthi Prakash**
> Hi all, Shruthi Prakash here. I work at Bosch (India), in the field ...

Welcome! 🖐







live events, webinars and community tools

A WORLDWIDE COMMUNITY

PLATFORM DESIGN TOOLKIT 2.2

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PLATFORM DESIGN TOOLKIT

in numbers

For TPI use only

50k+

Open Source Toolkit Adopters

550+

Public Masterclass Participants

60+

Client's Projects Worldwide

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PLATFORMS?

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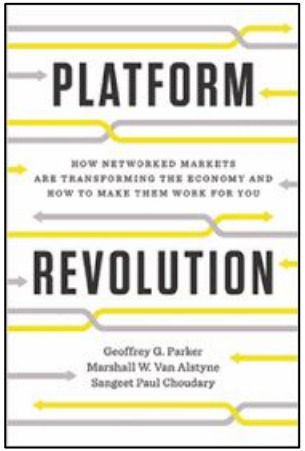

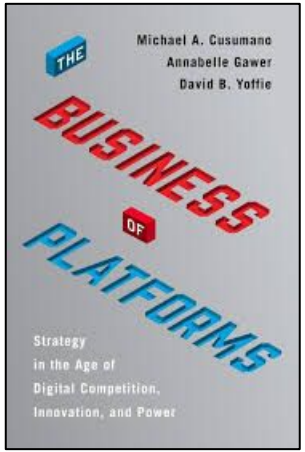

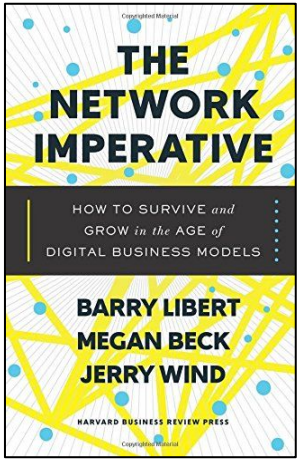

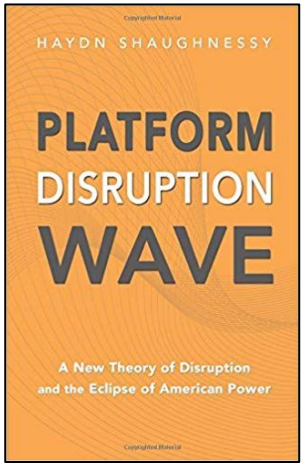

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TONS OF BOOKS

*"Digital Networks are **changing all the rules of business**, including the sources of value, the ways that organizations deliver it, and the mental models or beliefs that guide organizations and their leaders.*

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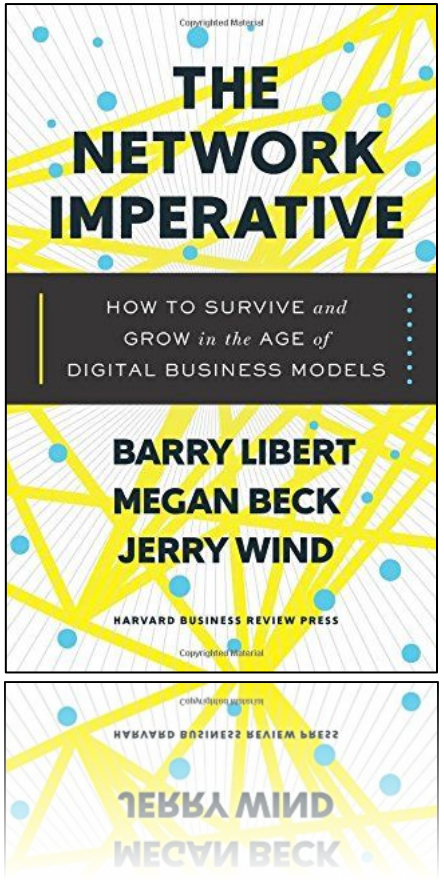

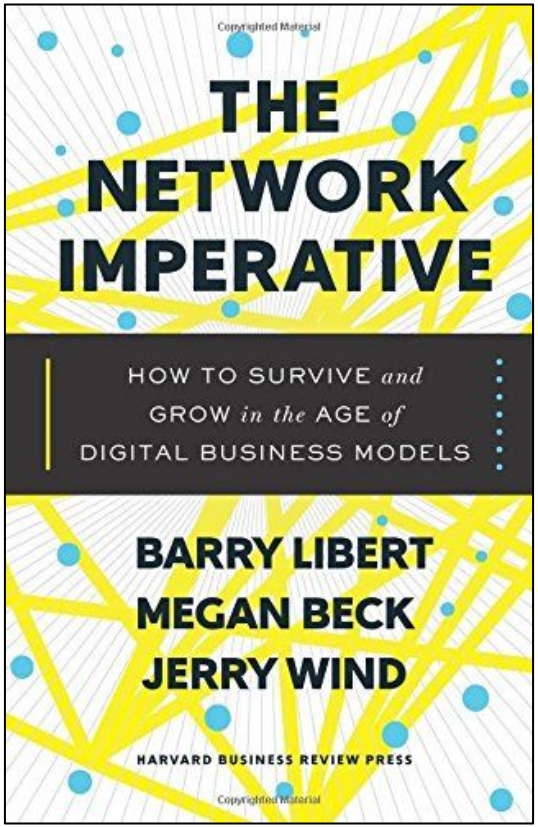

Asset Builders deliver value through the use of physical goods.

Service Providers deliver value through skilled people.

Technology Creators deliver value through ideas.

Network Orchestrators deliver value through connectivity.

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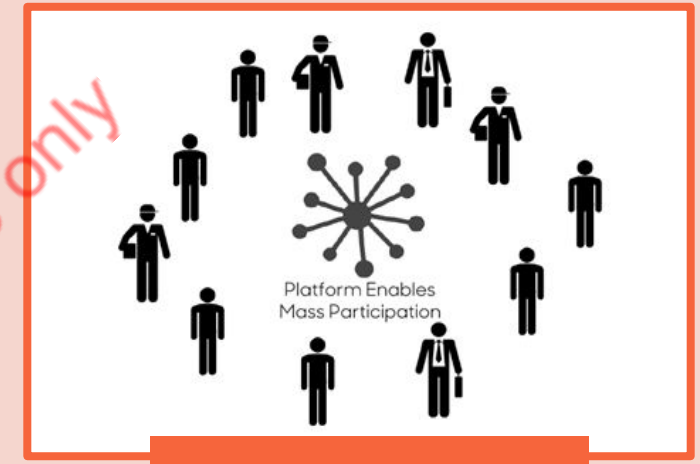
INDUSTRIAL



PLATFORM

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This is happening because ...

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Enablers

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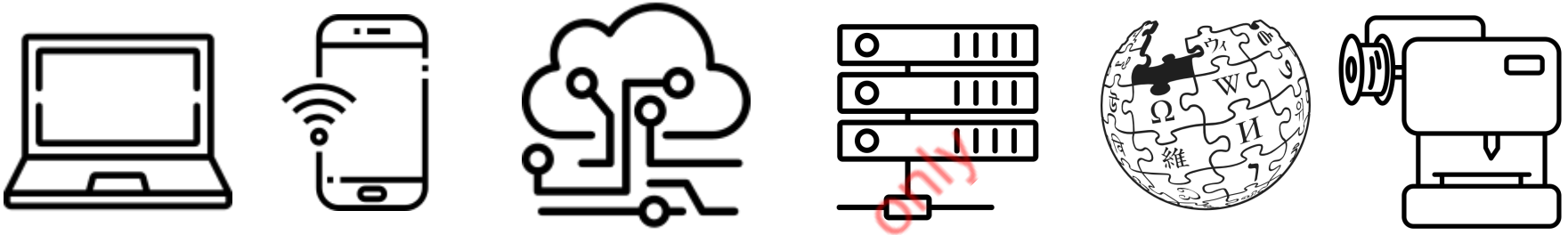

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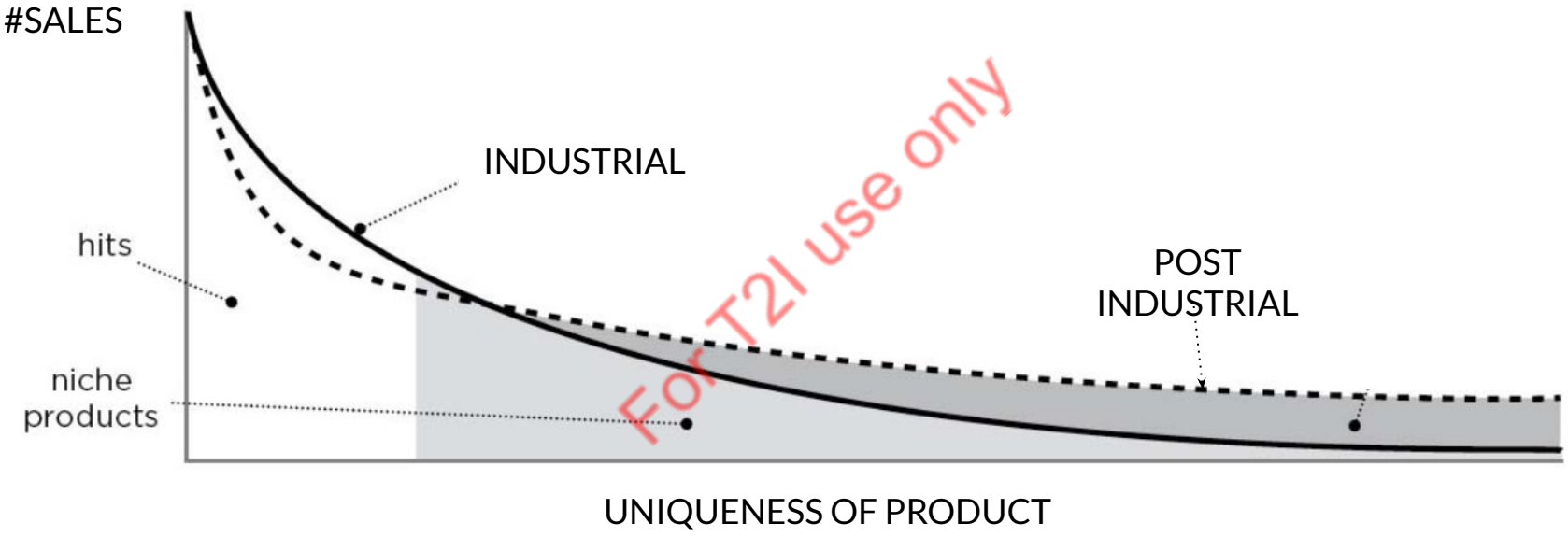
POTENTIAL IS GROWING AT THE EDGE OF SYSTEMS



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Drivers

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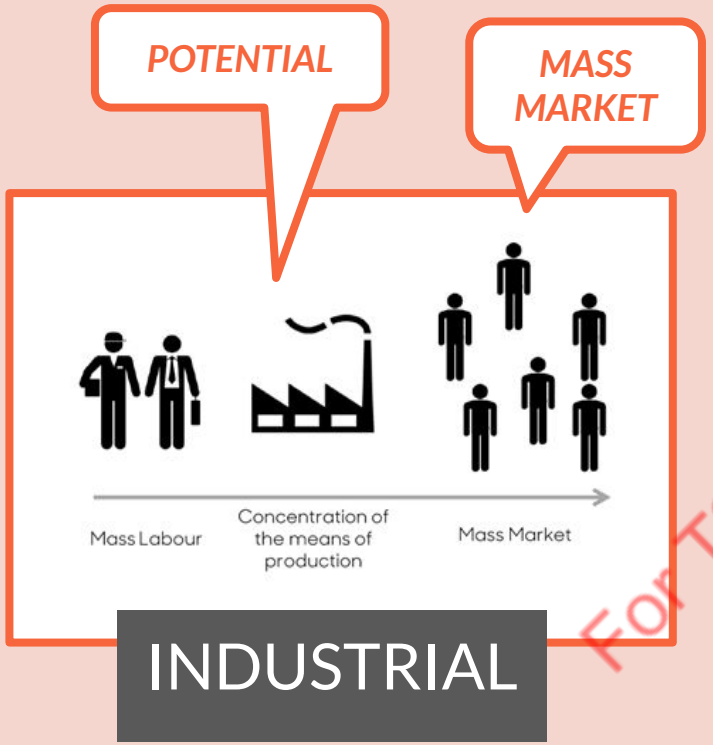
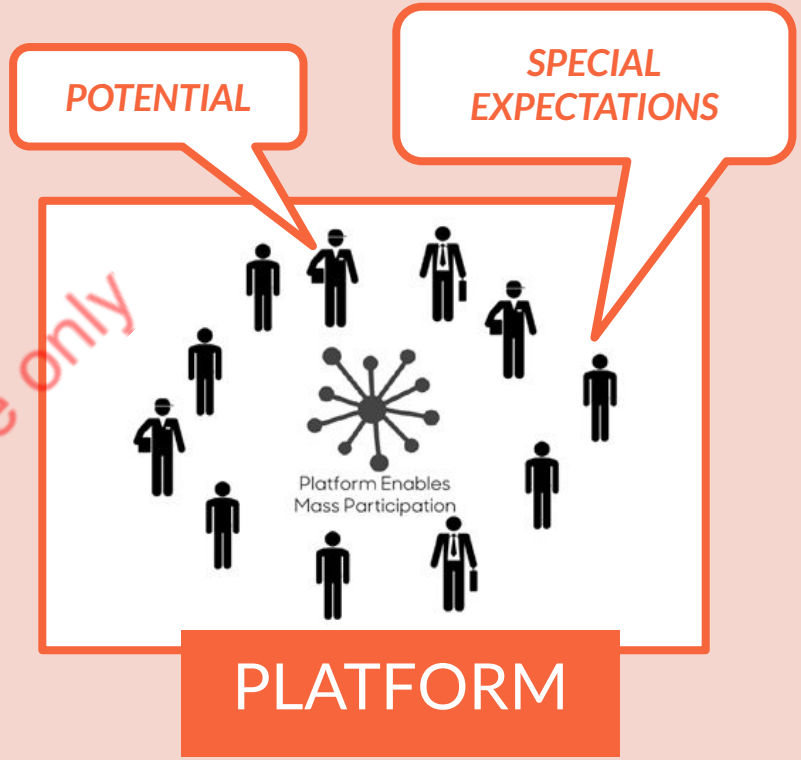
EVERYBODY WANTS SOMETHING SPECIAL





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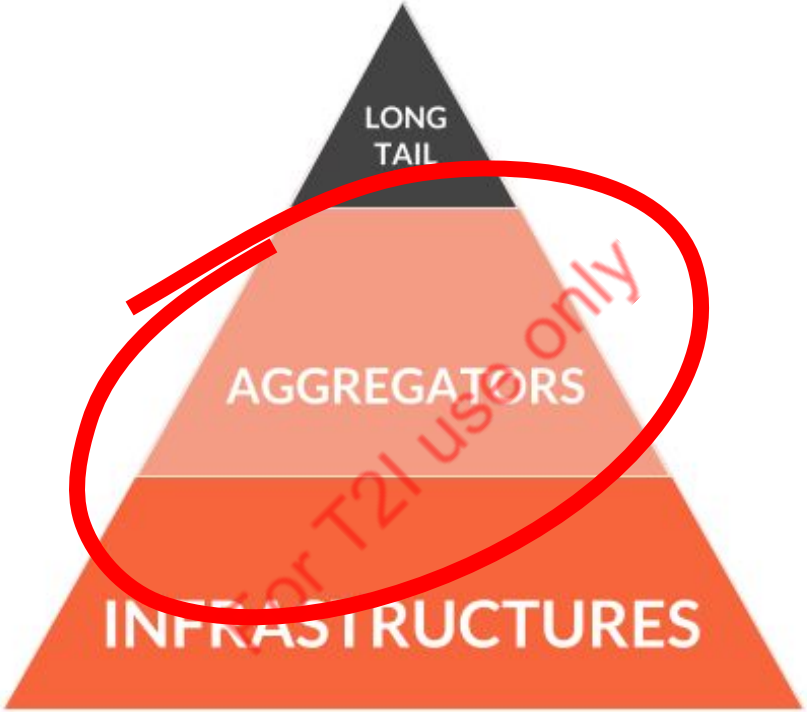

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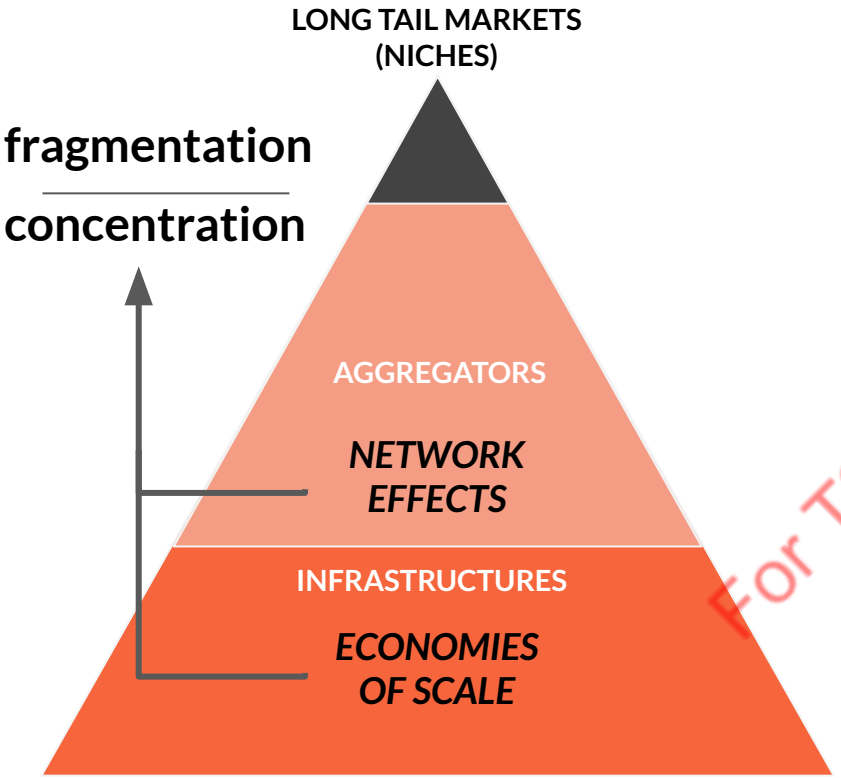

Here **niche producers** and **niche consumers** interact

Here **aggregators connect** producers and consumers - becoming "*trusted advisors*" and "*talent agents*"

Infrastructures allow the creation of more and more aggregation strategies, by making the essential components **cheap** and **ubiquitous**.

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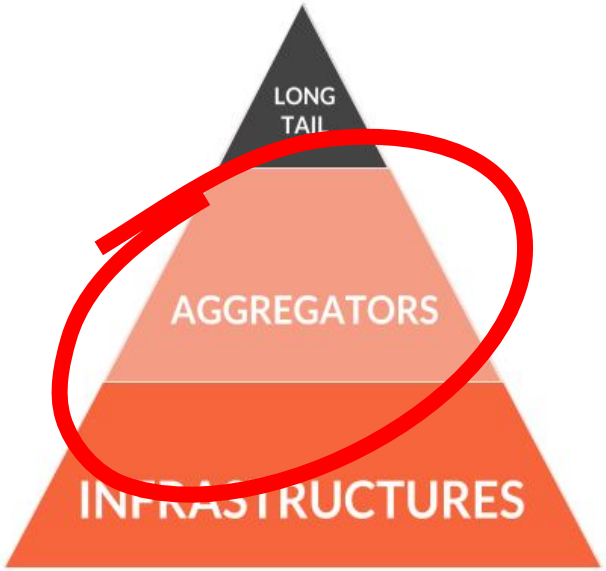

CHARACTERISTICS:

- Have **direct user relationship**
- Connect **multi-sided** networks and have decreasing acquisition cost due to… **network effects**
- Have **zero marginal cost** connecting users and producers

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Platforms are ...

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AppExchange
the Salesforce store

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Home | Listings by Type | Product Collections | Industry Collections | Ohana

Extend your Salesforce Org

Apps
Increase productivity and growth through a proven ecosystem of pre-integrated apps with millions of installs and customer reviews.

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Deploy industry solutions and communities faster with pre-built templates

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Deliver customer success faster with an integration and implementation specialist in your industry.

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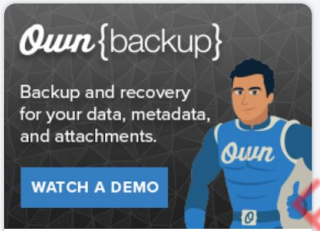
COMPLIANCE AND MALWARE PROT
★★★★★ PAID APP

SMS-MAGIC INTERACT | CONVERSA
★★★★★ PAID APP



OWNBACKUP FOR SALESFORCE
★★★★★ PAID APP

CLOUDINGO: REMOVE DUPLICATES
★★★★★ PAID APP

SPANNING BACKUP FOR SALESFOR
★★★★★ PAID APP

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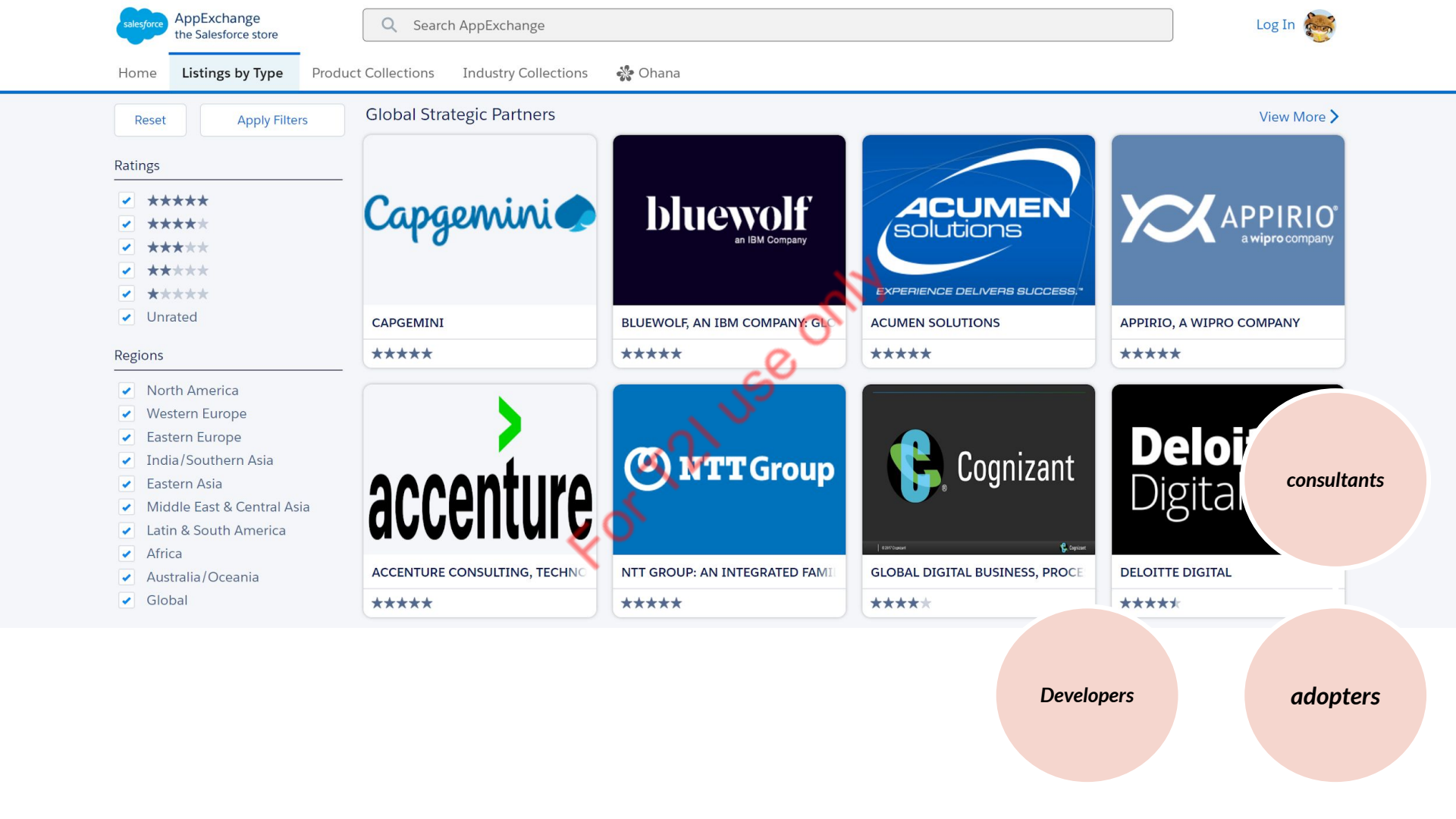
Developers

adopters


AppExchange
the Salesforce store
Search AppExchange
Log In
Home
Listings by Type
Product Collections
Industry Collections
Ohana
Reset
Apply Filters
Ratings
Unrated
Regions
North America
Western Europe
Eastern Europe
India/Southern Asia
Eastern Asia
Middle East & Central Asia
Latin & South America
Africa
Australia/Oceania
Global
Global Strategic Partners
View More
CAPGEMINI
BLUEWOLF, AN IBM COMPANY: GL
ACUMEN SOLUTIONS
APPIRIO, A WIPRO COMPANY
ACCENTURE CONSULTING, TECHNC
NTT GROUP: AN INTEGRATED FAMI
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DELOITTE DIGITAL
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consultants
Developers
adopters

shopify WAYS TO SELL PRICING BLOG RESOURCES Help Center Log in Get started

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Build your store with expert help at a fair price

Search by name, city, or keyword Find an expert

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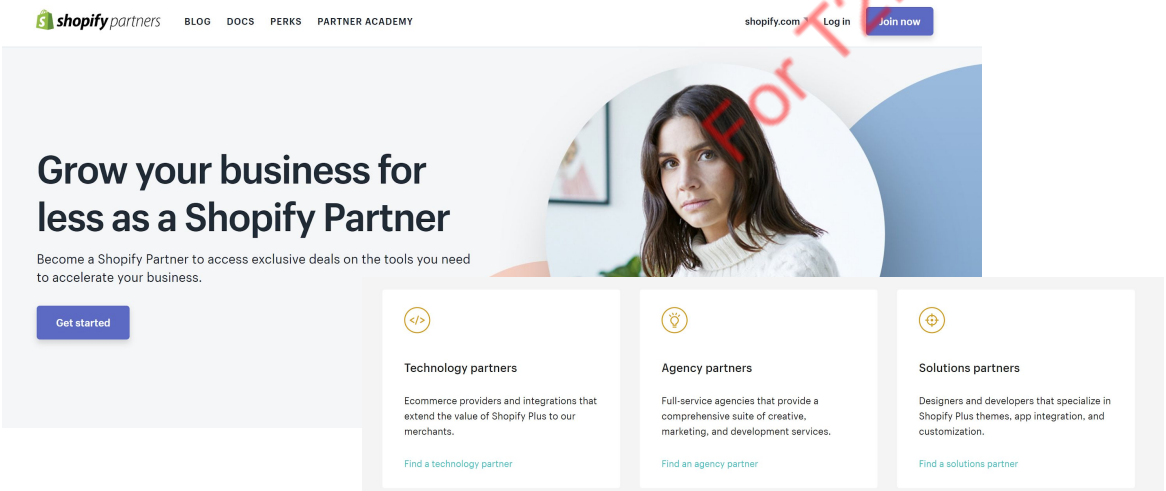

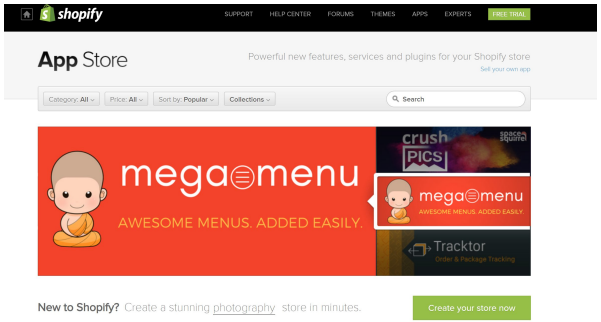

In 2018, Shopify made >$1.0 billion.

In that same period, Shopify estimates that partners made $1.7 billion.

$100 million paid out to partners in 2018 through the Marketplace.

In 2019 the revenues will be around $1,5bn

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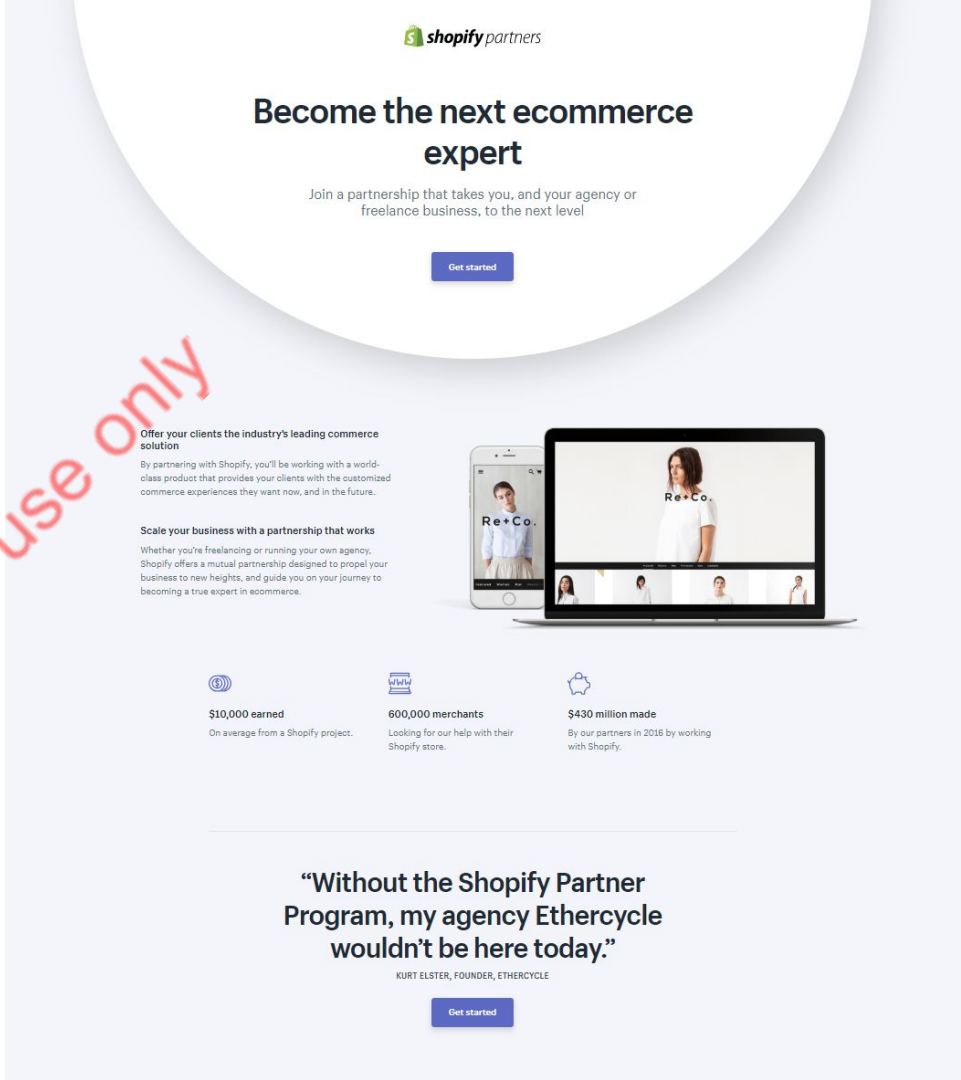

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Developers

Technology Providers

Cities, Industrial players, Retailers...

Solutions

Building Automation

Target advertising to shoppers' mobile devices as they browse merchandise. Send e-mails or push notifications regarding new store promotions or customized deals based on previous purchase history.

BROWSE PARTNERS

Citizen Engagement

Empower local tech communities and universities with real-time data to solve the city challenges. Improve the quality of life for citizens, workers, and visitors of the city.

BROWSE PARTNERS

Environmental

Enhance livability by accessing real-time air quality and ground conditions from our lighting network. Coupled with traffic intelligence, cities can take an optimized course of actions for higher citizen satisfaction.

BROWSE PARTNERS

Materials

Tech vertical partners to provide the capability to deploy solutions in three industries: smart buildings, productive environments and intelligent cities

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Partnerships that Power Progress: Our Intelligent Environments Ecosystem

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For T21 use only

designer

buyer

fabricator

“**business models** that allow multiple sides (producers and consumers) to interact [...] by providing an **infrastructure that connects** them”

[Sangeet Choudary]

For T2I use only

"…an effort to broadly redefine the terms of competition for a market sector through a positive, **galvanizing message** that promises benefits to all who adopt the new terms"

[John Hagel III]

For T2h use only

“a **governance structure** [...] that determines **who can participate**, what **roles they might play**, how they might interact and how **disputes get resolved**” and “an additional set of **protocols or standards** [...] to **facilitate** connection, coordination, and collaboration”.

[John Hagel III]

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A SHARED CONTEXT THAT ENABLES PLAY

A **STORY**

A **SHARED CONTEXT** THAT ENABLES PLAY

TOOLS, PROCESSES & TECHNOLOGIES

… that motivates to join …

… that make possible and one can find in …

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KEY POINTS

For T24 use only

THERE NO SUCH THING AS "A PLATFORM"

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Platform (strategy) — a strategy, run by a "shaper" that wants to **mobilize** and **support** an ecosystem in **creating value**, with the aim of capturing part of this value.

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A combination **narrative**, **technologies**, **rules**, **channels**, **contexts**, **enabling services**, **protocols** and more.

All this boils down to
2 CORE ENGINES

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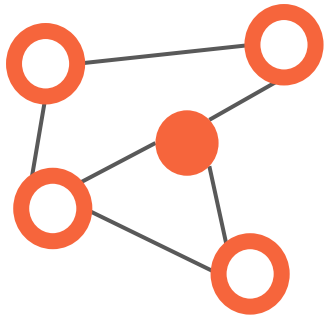
CONNECTING POTENTIAL & REDUCING TRANSACTION COST

TRANSACTIONS ENGINE



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HELPING ENTITIES THRIVING IN COMPLEXITY

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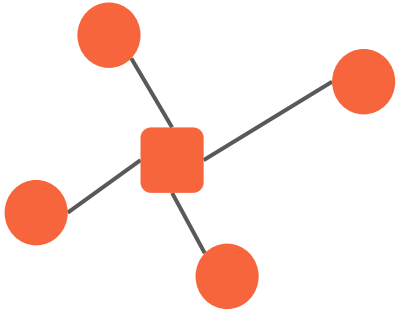
LEARNING ENGINE



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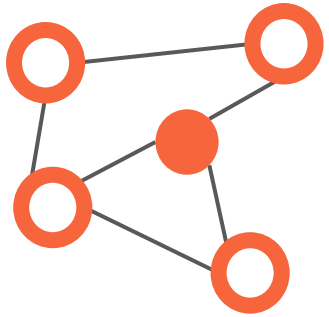
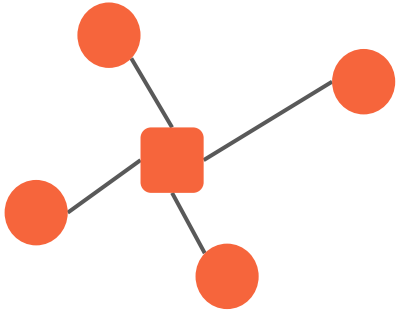
TRANSACTIONS ENGINE



LEARNING ENGINE



PLATFORM VALUE CREATION

PLATFORM SHAPER

CHANNELS & CONTEXTS

SUPPORT & ENABLING SERVICES

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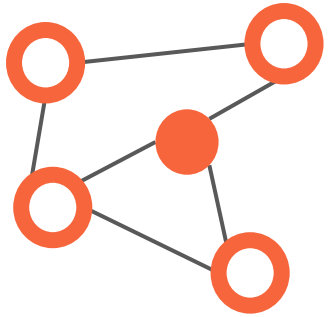
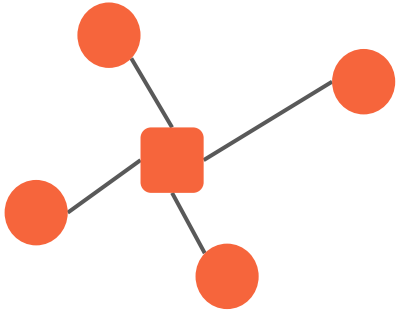
TRANSACTIONS ENGINE



LEARNING ENGINE



PLATFORM VALUE CREATION

> to ***enabling contextual*** *self-organization*

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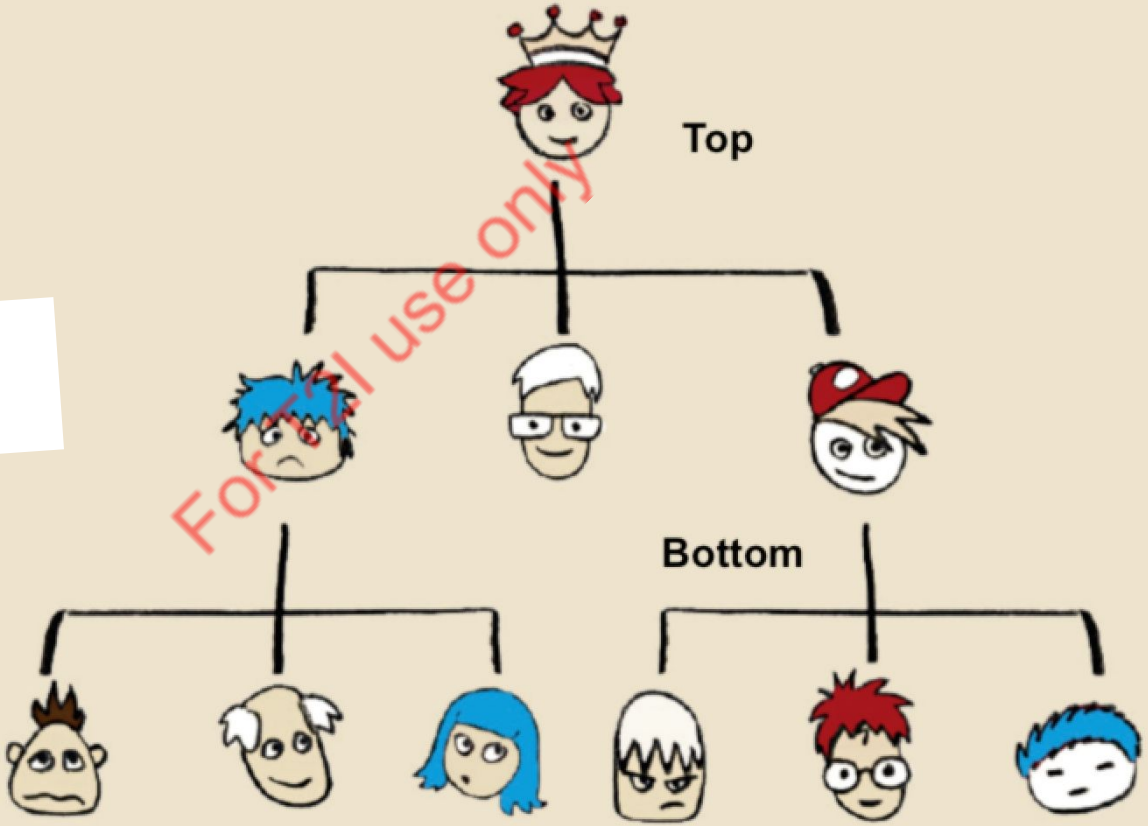
Organization as a Platform?

For PDT use only

Formal Structure

Power: Hierarchy, or power of position

Niels Pflaeging's theory of three coexisting structures



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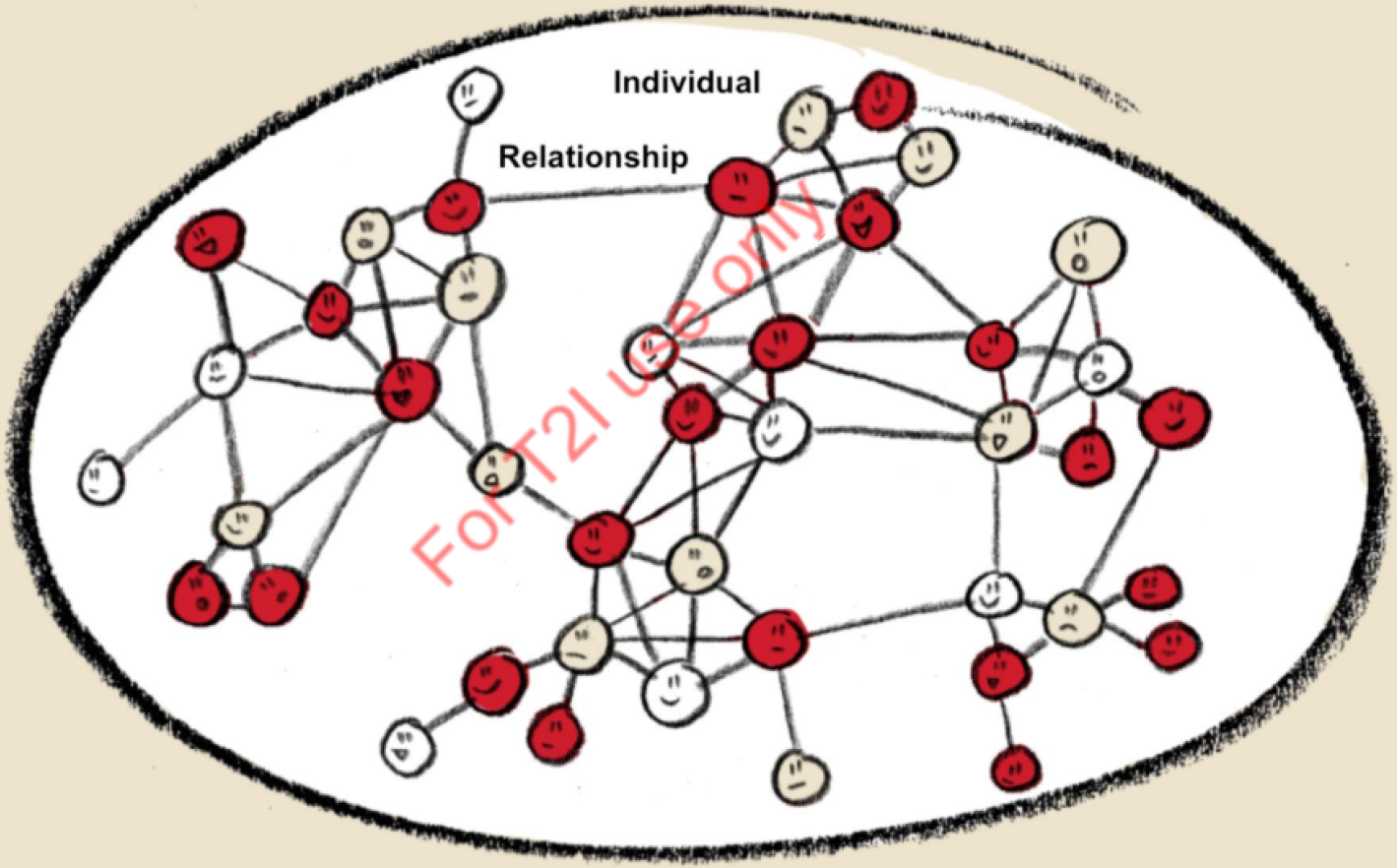
Informal Structure

Power: Influence, or power of social relationship



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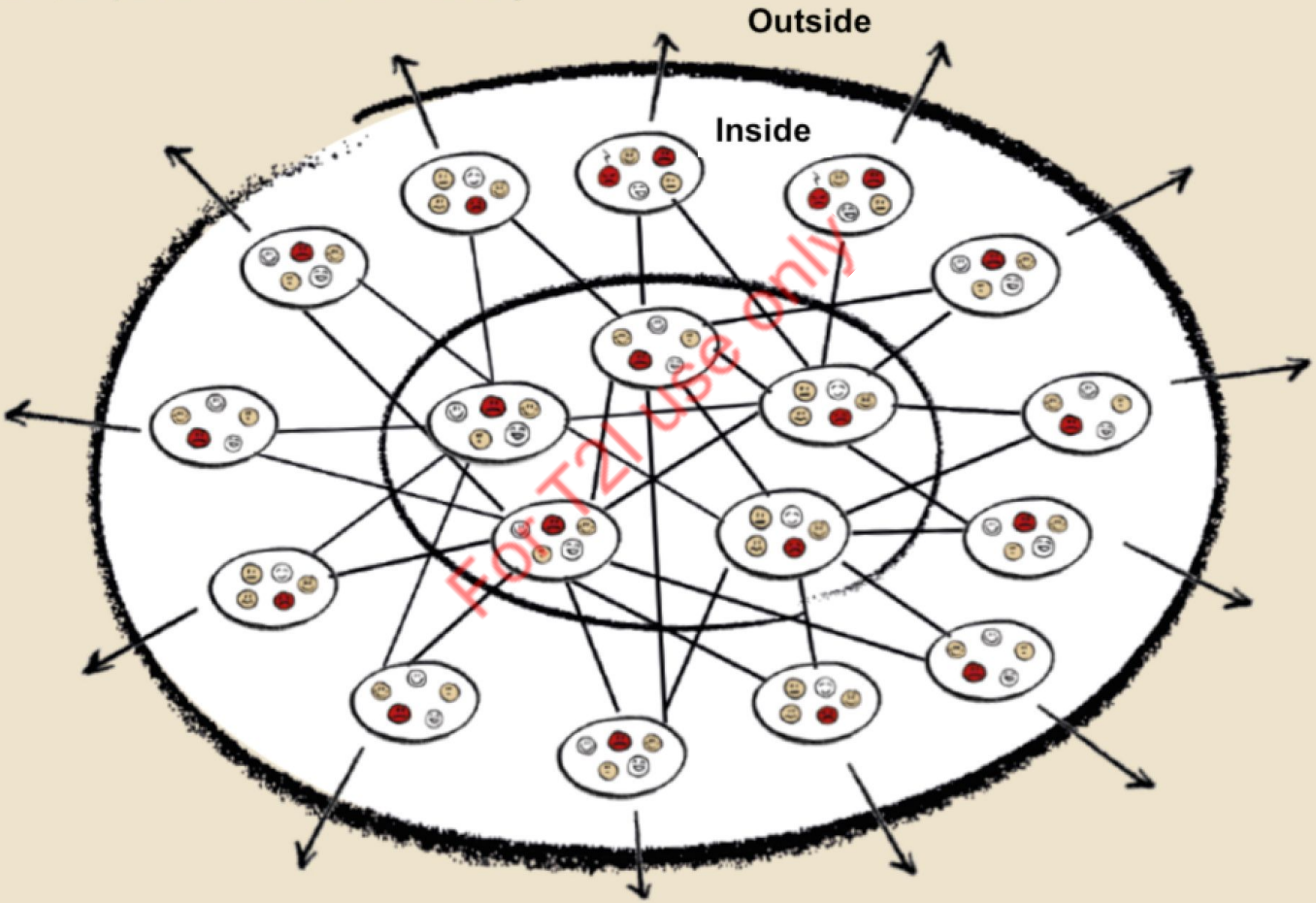
Value Creation Structure

Power: Reputation, or power of those with mastery



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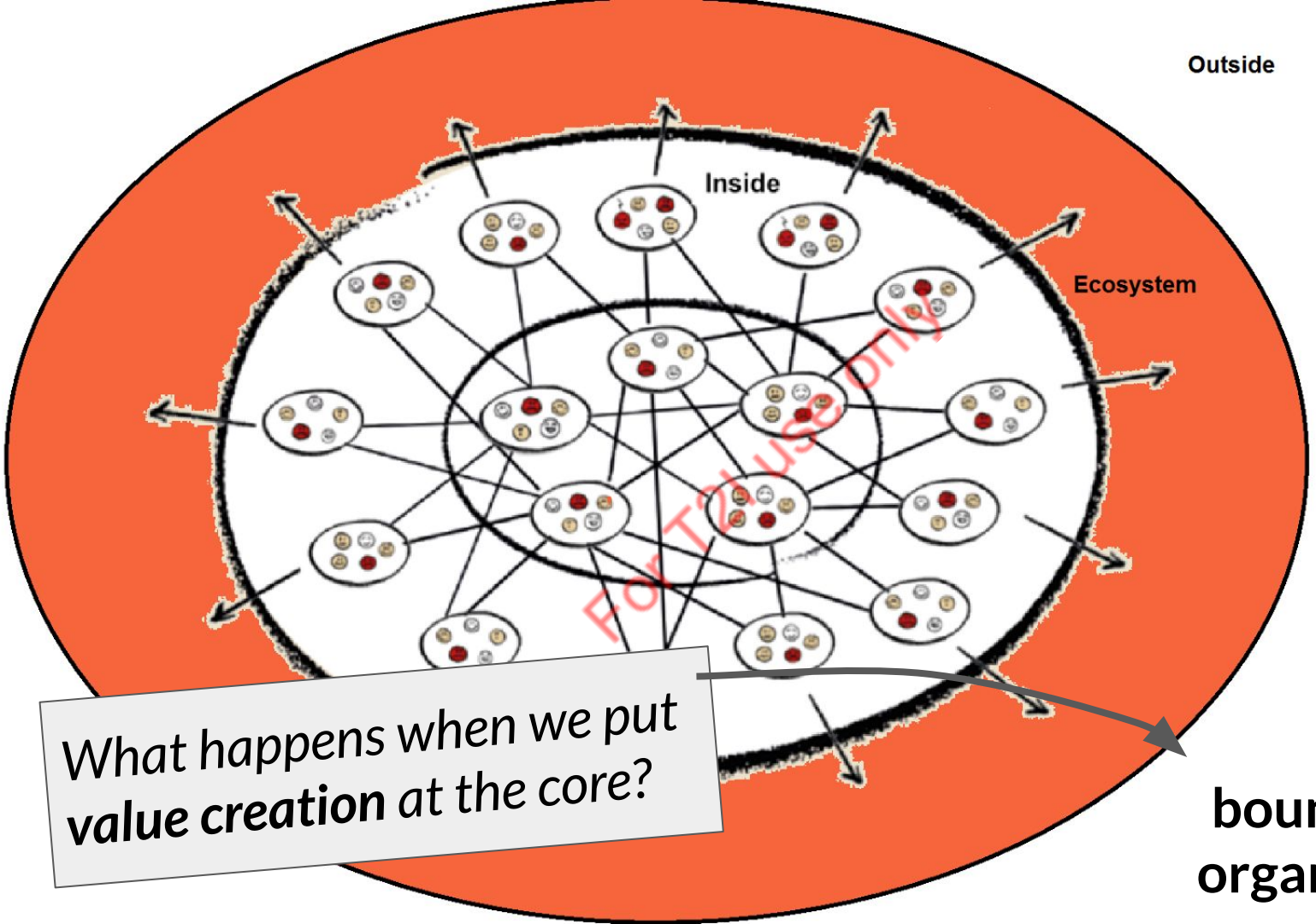

What happens when we put **value creation** at the core?

boundary*less* organizations

Organization

=

continuous act of organizing

(and collaborating driven by motivations and incentives)

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“Any organization that designs a system will produce a design whose structure is a copy of the organization's communication structure.”

Mel Conway (*Conway’s Law*)

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Haier

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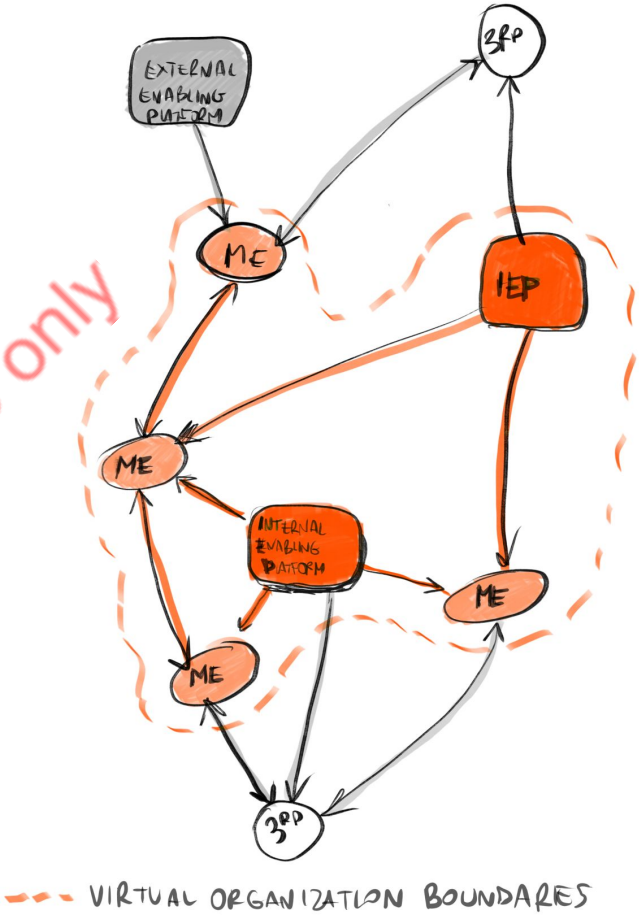

How to Build a Platform to Shape our Society?

The story of makesense-as-a-platform

Guglielmo Apolloni
May 24, 2019 · 11 min read

This post is brought to you by the team at platformdesigntoolkit.com and is dispatched in our fortnightly newsletter.

. . .

Premise

Makesense is a global organization that has gathered a community of more than 80.000 volunteers around the world in less than 9 years. This fact enabled *makesense* to define itself: *the catalyst for all players of the society to create a positive impact*.

In February 2019 we had a chat in Paris with **Solene Aymon**, Community Developer from *makesense*. We wanted to understand how they are planning to achieve their next goal: **bring 3 millions of youths to take action for social change during the next 11 years**.

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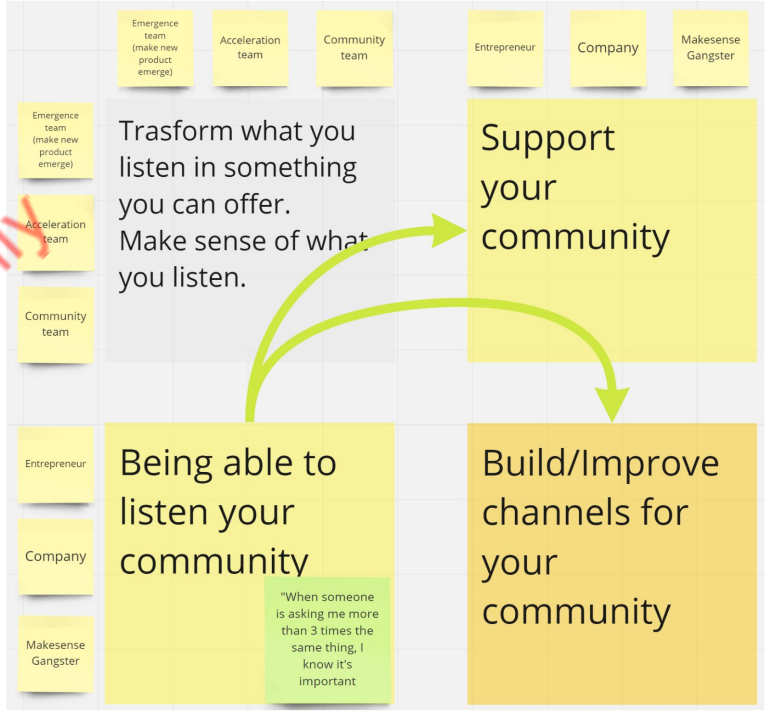
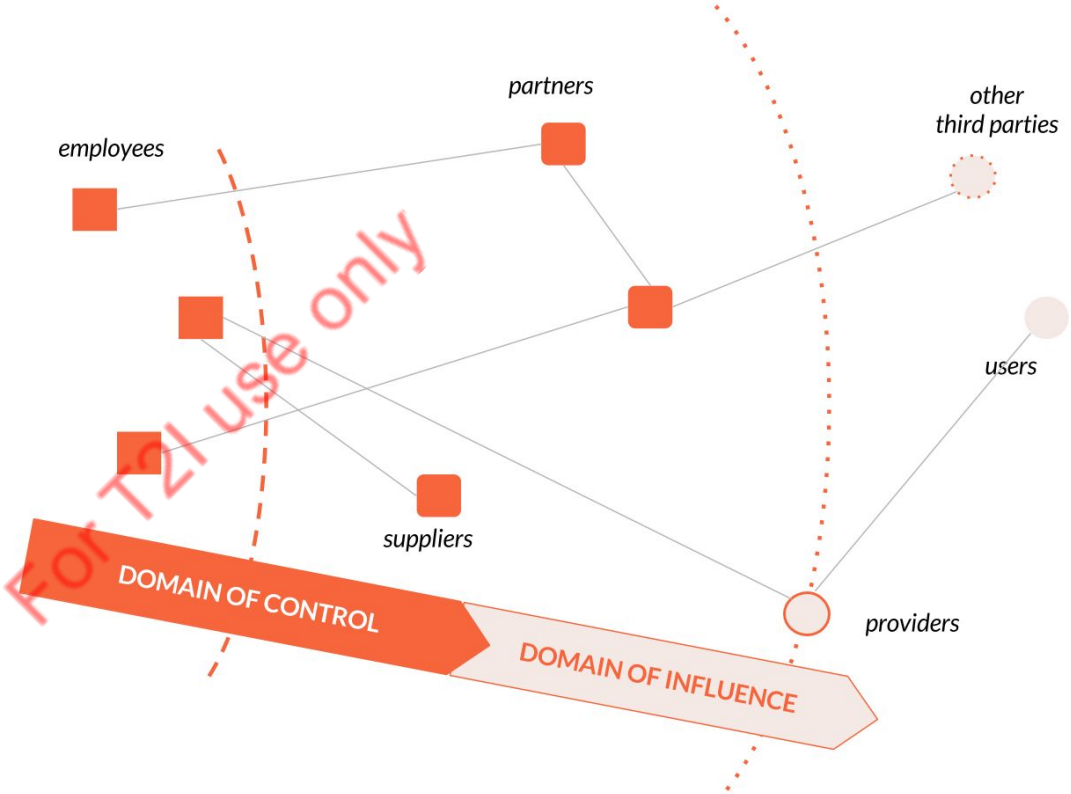


Platforms are not technologies, but **scalable collaboration agreements.**



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THE ROLE FOR SOCIAL INNOVATION

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*We've been told that we're design for human centricity, customer centricity: this has been driving us to design for **isolation**! (USER PERSONA)*

*But now it's the moment we start to design for interconnectedness, **design for relationship**.*

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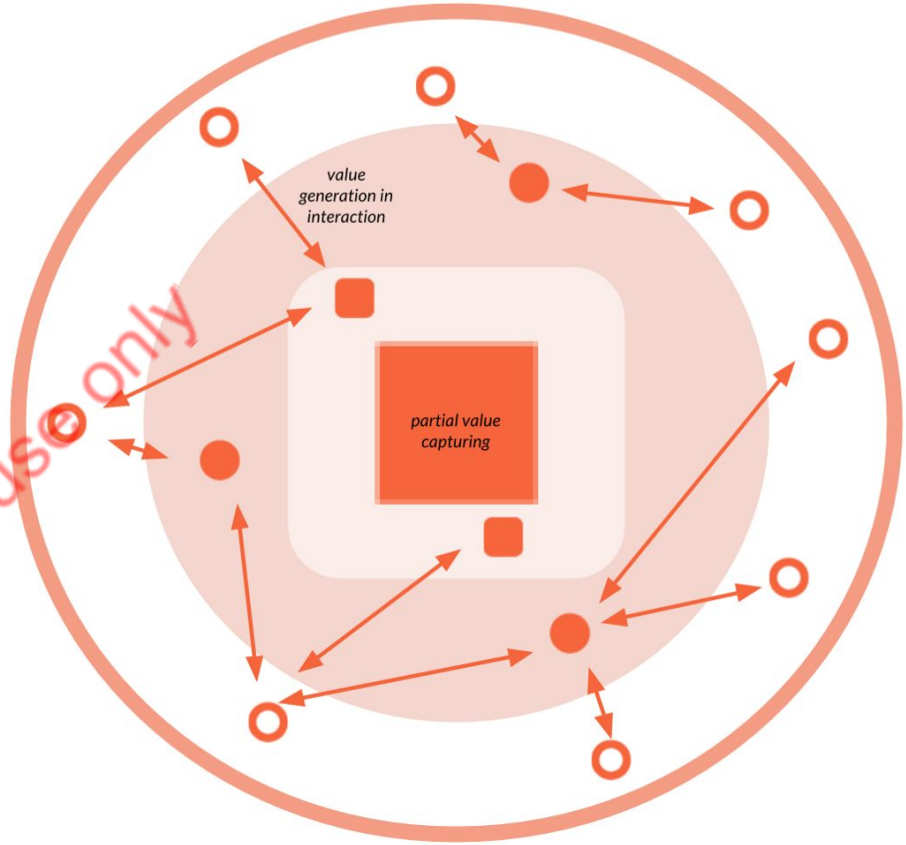
We overcome ***Human Centered Design*** *to embrace* ***Relationship Centered Design***



Value Flows in Post-Industrial Platform Organizations

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The polycentric and ecosystem centric nature of emerging platform-strategies requires to measure success not only from the shaper's perspective but it needs to factor in and **incorporate the ecosystem's success and its willingness to participate.**

[Simone Cicero]

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Le community sono definite dalla quantità e qualità delle conversazioni che in esse sono attive

[Ezio Manzini]

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Build on existing relationship is the challenge for platform shapers.

Build new relationships or **strength weak ones** is the challenge for social innovators.

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platform shapers

For T2I use only

Transaction Engine | *Learning Engine* | *Governance Engine* | *Regenerative Engine*

@battagliaem cc-by-sa 4.0

platform shapers

social innovators

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Transaction Engine

Learning Engine

Governance Engine

Regenerative Engine

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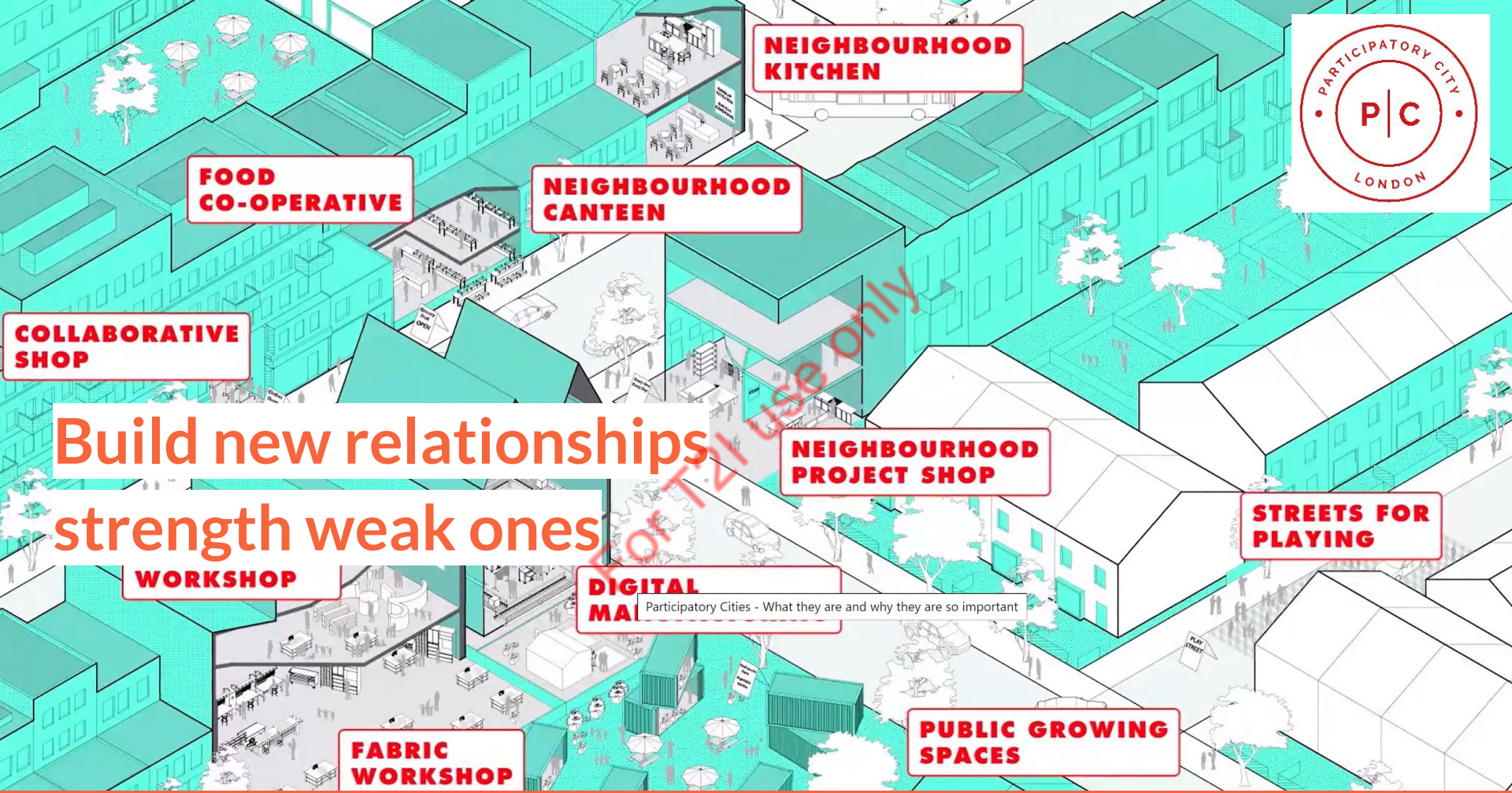

Build new relationships strength weak ones

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Participatory Cities - What they are and why they are so important

JOIN THE COMMUNITY

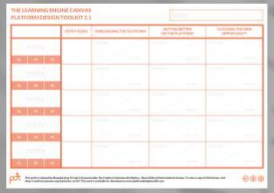
For trial use only

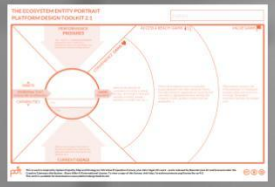
2-DAY PLATFORM DESIGN MASTERCLASS

MILAN

March 24th & 25th, 2020

PLATFORM DESIGN TOOLKIT





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after:

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The **New Foundations** of Platforms-Ecosystems

Designing products and organizations for a changing world

A new research work to redraw the essential knowledge for the challenges of this decade

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QUESTION TIME!

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