



Platform Revolution: Building and Thriving in a Vibrant Ecosystem

Program Overview:

Over the past two decades, some of the most profitable and successful companies such as Amazon, Apple, Facebook, Google, PayPal, Alibaba, Uber— have upended entire industries by adopting a single phenomenon: **the platform business model**.

The platform two-sided networked market is one of the most important economic and social developments of our time.

This powerful game-changer creates value by facilitating exchanges between two or more disparate groups, usually consumers and producers. Common examples include recruiters and employees on LinkedIn, drivers and customers on Uber and app developers and mobile users on the Apple and Android App store. Platforms don't, to use a common phrase, own the means of production— instead, they create the means of connection.

In 2016, four of the top five members of Forbes's list of most valuable brands were platform companies, as were eleven of the top twenty. And as of early 2017, the top five companies by market cap are all platforms.

The ability to leverage platforms is no longer restricted to Internet upstarts. If your company can use either information or community to add value to what it sells, then there is potential to create a viable platform for your business—or even a platform revolution in your industry.

Whether you're building a platform business or not, you can't succeed in today's economy without understanding how platforms work. According to current trends, platforms will make up about 5 percent of the overall S& P 500 by 2020. They're also on track to make up the majority of the top valuations in the S& P 500 within the next five to ten years. Those who understand the new business model can begin building tomorrow's platforms in a way that leverages existing assets to create new forms of growth and value.

In this program, we will introduce participants to the many ways networked organizations are transforming the business landscape and will provide hands-on strategies and methods for designing, monetizing, and launching your own.

Participants:

This program been designed for a broad range of professionals leading and working in any sector that is being disrupted by the digital revolution:

- Corporate strategy and business development
- Marketing
- Product & service development and management
- R&D and innovation
- Application development and content management

Questions which this program will answer include:

- Which companies and industries are being transformed by platform business models?
- What are the best practices of the platform pioneers?
- Why is the shift to network markets happening now and what are the drivers of change?
- How is this effecting customers, their needs and expectations?
- What can my company do to adapt and thrive in this new world?



Sample Schedule:

We offer custom programs with a custom itinerary that meets your distinct interests. Programs can be delivered over 0.5 day and up to two consecutive days. The example below outlines a one day program:

09:00AM - 09:10AM	Introduction
09:10AM - 09:30AM	Introduction to Exponential Technologies
09:30AM - 10:15AM	What is a “Platform” ?
10:15AM - 10:30AM	Platform Monetization
10:30AM - 11:30AM	Brainstorm (groups)
11:30AM - 12:00PM	Platform Design Canvas Introduction
12:00PM - 01:00PM	Lunch
01:00PM - 02:30PM	Platform Design (groups)
02:30PM - 03:30PM	Platform Design Presentations (groups)
03:30PM - 04:00PM	Platform Launch
04:00PM - 05:00PM	Outlook into the Future Exponential Growth

Takeaways:

The Platform Revolution program provides the essential steps required to unlock the potential of an economic landscape transformed.

By the end of this program, participants should be able to:

- Apply strategies for launching new platforms, monetizing critical mass to case studies and your own organization
- Recognize and know how to compete in winner-take-all markets and one- and two-sided networks
- Understand how traditional pricing models break down in the context of platforms and today’s alternatives
- Describe the principles of platform pricing and how to inform the design of an effective pricing format
- Decide whether to try to “tie” customers to a platform or not – the value of open vs. proprietary networks
- Address the cultural, financial and technology barriers that may block adopting a platform business model

Faculty:

Lital Marom helps organizations prepare for exponential changes and growth. Lital has spent the last decade helping leaders and their organizations around the world leverage the power of exponential scale and new forms of growth. Clients include BBC, Philips, Accenture, Ericsson, Allianz, Vodafone, Rogers, GE, etc.

A sought-after keynote speaker and experienced lecturer on innovation, platform business and exponential technologies, Lital leads Master classes at Spark Institute, IBS Business School and Singularity University and has spoken at PechaKucha Vancouver, TEDx Amsterdam, in addition to industry conferences such as MEF, GSM, Asia World Mobile Congress, NAB, and iHollywood. Selected talks and master classes can be found [here](#).

Lital founded the consulting firm Unfold Media Group, leveraging her experience in the finance and high-tech industries to support Fortune 500 leaders develop breakthrough strategy, positioning and M&A. She co-founded the Global Business Development Network (GBDN), a growing network of over 20k members worldwide and is the founder/CEO of The Academy of Tomorrow, a creative leadership school for young people, shaping the next generation of global leaders and innovators.

Lital holds a Computer Science and Business degrees from IDC Herzliya, studied investment banking at NYU, Transformative Strategies at MIT, and is a fellow of THINK School of Creative Leadership.

“Last autumn I have participated in the executive leadership program that Lital was running together with other int. lecturers among others the Hungarian representatives of the Singularity University (Transformative Strategies - organized by Spark Institute, IBS). After the great program we decided to invite Lital to lead a full day workshop on exponential technologies, big data and the platform revolution to Allianz executive team where we learned about inspirational stories from her and developed a lot of ideas together. After the program we received a lot of positive feedback - thank you, Lital! “—

Nikovics Éva |
Head of Strategy, Allianz Hungary



“I have participated in the executive leadership program of Spark Institute and Singularity University where Lital was leading a master class about transformative technologies, focusing on the power of exponential technologies and the platform revolution. It was a super inspiring class with great stories which has helped me become a more entrepreneurial thinker focusing on what drives real disruptive changes. Thank you Lital!”

Zsuzsanna Illés |
Lead GE Global Operations



“Lital was a keynote speaker at the Singularity Leadership program that my company attended in Germany this year.

We learned how to utilize exponential technologies and incentivized innovation to accelerate our business objectives.

She has an uncanny ability to sort through all the hype and focus on the developments that are really going to make a difference. This was an interactive and collaborative experience, leaving the participants in the room with an understanding of what the future will look like and how to act on it immediately.” —

Dr. Stefan Ross
General Manager Trocellen GmbH



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