PLATFORM THINKING

Design Principles for Platform Business Models

Sangeet Paul Choudary

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Where users create value...
Think roles, not markets!

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Minimum information/content required to start an interaction
So how do we design a platform business?

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Processes

Interactions
Focus on the primary interaction
Identify the SEED

Minimum information required to start the interaction

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Determine Producer and Consumer roles

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Build the Platform that enables this interaction!
1 Get the two roles on board!
2 Provide them tools to interact
Use data to match the two roles
1. Get the two roles on board

2. Provide them tools to interact

3. Use data to match the two roles

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Solving the Chicken and Egg problem

How do we get both roles in?

PRODUCER  SEED  CONSUMER
Solving the Chicken and Egg problem

How do we convert consumers into producers?
Solving the Chicken and Egg problem

How do we get producers to produce more?
INCENTIVE DESIGN

FUN

FAME

FORTUNE
Identify Key Actions

PRODUCER ➔ SEED ➔ CONSUMER

creates value

consumes value

Create tools to enable these actions
Minimize friction in production and consumption
CORRECT MATCHING
Vote, Rate, Report

CURATION
How does Airbnb promote safety?
- Educate yourself about safety
- Protected by the $1,000,000 Airbnb Host Guarantee
- 24/7 phone support
- Rich user profiles and reviews
Three conditions for repeatable interactions

PRODUCERS  
SEED  
CONSUMERS

MATCHING  
CURATION  
TRUST

It’s all about data!
So that’s how you build the...

Minimum Viable Platform
The Minimum Viable Platform powers exactly one interaction
Build the Multi-sided beast one interaction at a time
Profiles

A. Mehnaz
Manager: Human Resources

Abhishek, Vibhanshu
Advisor - Spacefinity

Agarwal, Saurabh
Executive Director - Goldman Sachs

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Discussion Posts

Hardware startup Red Pitaya unveiled powerful open source platform: "The idea is to enable everyone to start using technologies, yesterday available only to advanced research laboratories and industry."

Red Pitaya Lets You Measure All The Things | TechCrunch
techcrunch.com

As a wannabe science nerd I've always been fascinated by oscilloscopes, wave generators, and sensors of all types. Sadly, because of my inability to add simple figures I've been stuck with a calculator instead of exploring more. Thanks for sharing!

What Makes a Good Microtask?
A microtask is only the tip of the crowdsourcing iceberg. In most cases, a microtask will be part of a larger workflow of several..."
Thought Leadership Piece

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Scaling Platforms

- Employees
- Algorithms
- Users
MAGNET

TOOLBOX

MATCHMAKER

Platform Providers

API Developers

Big Data Services

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1. TRANSACTION CUT

- PRODUCER
- CONSUMER
- PLATFORM

%CUT

Examples: Eventbrite, Airbnb, Etsy, Skillshare
Producers pay for access to consumers

Promoted Posts
Dating Websites
Lead Generation
PAY FOR ATTENTION

PRODUCER

PLATFORM

CONSUMER

MONETIZERS

Ads

Jobs
4 PAY FOR TOOLS

Users pay for access to better tools
THE FALLACY

We are in the business of BUILDING FUNCTIONALITY
INSTEAD...

We are in the business of ENABLING INTERACTIONS

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THANK YOU!

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What is Twitter?

Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: What are you doing?

Get Started—Join!