Platform Business Model Canvas

Chiraphol N Chiyachantana,David K Ding,Jack J Hong

Platform Business Models R. Srinivasan,2021-06-13 This book introduces platform firms as unique business models. Leveraging on the early literature on network economics and strategy frameworks, this book explores how platform business firms evolve in the modern business world. Taking a strategic perspective, this book engages the reader with core concepts, case studies, and frameworks for analyzing platform business firms. This book differentiates platform business firms from traditional pipeline firms; explores engagement with different actors, value creation, and operations of platforms; elucidates resources and capabilities of platform firms that provide them sustained competitive advantage; analyzes performance levers in operating platform business models, including complementarities with other business models; and discusses the sustainability of platform business models, in the face of regulatory and societal challenges, among others. The book is designed as a primer for entrepreneurs setting up and operating platform business firms, senior managers in large corporations repurposing their resources to initiate network dynamics in their businesses, early career managers, and professionals engaging with myriad platform firms for their professional and personal needs. This book intends to provide a decision-maker with a portfolio of decisions to make to create, operate, sustain, and generate value out of a platform business firm. It is also useful for policy professionals to appreciate the economics and policy implications of regulating and governing platforms in a post-digital world.

Platform Business Models for Executives R. Srinivasan,2023-08-21 This book takes a practice approach to studying platform business models. Drawing from the growing academic literature as well as the practice world, this book intends to provide a framework for analysing platform business firms. Leveraging on the early literature on network economics (that was largely analytical) and the popular writing about new organizations, this book takes a strategic perspective. It answers the five big strategy questions about platform business firms: a. What are platform business models, and how are they different from others; b. How do platform business firms operate, and what value do they create? To whom and how; c. What are those resources that platforms possess and leverage to create and sustain their competitive advantage over others; d. Why and how are they successful? Why do they perform differently from others? What metrics of performance should we use to study and analyse their performance; e. Is this business model sustainable? What determines the longevity of such firms? What are the regulatory and social challenges that these platform business firms face? How do regulators and the larger

society manage the disproportionate power distribution among such firms?The book is strategic in nature and highlights the resources defining the strategies of successful platform business firms. In doing so, it provides a field guide for entrepreneurs and managers embarking on building a platform, by providing a portfolio of decisions to make. Though the frameworks could be generalized, the book focuses on platform businesses, rather than societal platforms. With a few extensions, it is possible that these frameworks could be easily applied to non-profit and or social enterprises as well.

A Practitioner's Guide To Digital Platform Business Chiraphol N Chiyachantana,David K Ding,Jack J Hong,2022-02-25 This book is a practitioner's guide to digital business models for entrepreneurs, business executives, MBA and undergraduate students. Balancing both frameworks and real-life case studies, it provides readers with the tools for creating successful businesses in the digital age, while at the same time serving as a cautionary tale for those who value businesses by the technology they wield and not the strategies they execute.The business landscape in the last decade was surreal — exhilaration, fear, opportunities, threats, all rolled into one messy landscape. Never before had the world seen disruptions of such unprecedented speed, scope, and scale. Many business leaders were ready to pounce on the new opportunities, but most ended up defeated. They had not anticipated that most disruptive businesses used digital strategies and a small talent pool to sidestep the traditional competencies that mega-corporations had needed decades to build with legions of employees. The core technologies that power the businesses of today's digital giants still revolve around the internet, data, and computing resources. The sudden disruptions to the business landscape is better explained by the ability of digital businesses to further capitalize on the existing technological advancements.

Platform Alchemy Designing Ecosystems That Scale, Thrive, and Dominate Tilak Ravi Krishnaswamy,Avinash Krishnakumar,2025-09-01 Platform Alchemy is a definitive guide to building, scaling, and sustaining powerful digital ecosystems in today's platform-driven economy. In an age where businesses like Amazon, Google, Uber, and Airbnb dominate markets through network effects and ecosystem design, this book equips entrepreneurs, product leaders, policymakers, and innovators with the tools to thrive in the new digital paradigm. Drawing from global best practices and Indian case studies—from Aadhaar and UPI to agritech and healthtech startups—authors Tilak Ravi Krishnaswamy and Avinash Krishnakumar demystify the art and science of platform strategy. The book blends theory with actionable frameworks, covering every stage of the platform journey: Foundations of platform thinking and the shift from products to ecosystems Designing scalable architectures, multi-sided markets, and governance models Overcoming the cold start problem, driving network effects, and achieving critical mass Growth, monetization, and performance metrics that sustain competitive advantage Lessons from failed platforms and strategies to future-proof against disruption Toolkits, checklists, and real-world case studies from Amazon, Uber, Airbnb, and more With insights into AI, blockchain, IoT, and the future of digital ecosystems, Platform Alchemy offers a roadmap for creating platforms that don't just survive but dominate their markets.

This book is more than a strategy manual—it is a call to action for the next generation of digital leaders and ecosystem architects who want to shape the billion-dollar business contributing to economies of tomorrow

Disruptive Platforms Tymoteusz Doligalski,Michał Goliński,Krzysztof Kozłowski,2021-12-19 It has taken platforms only twenty years to become digital economy hubs. They have changed markets, enterprises, and society. They have expedited communication, collaboration, and trade for consumers, winning their attention and collecting their data. In doing so, they have made processes, products, and industries obsolete, and disrupted the expectations and behaviours of market players. This raises the question, are digital platforms global innovators or disruptive monopolists? Are they a solution to problems of the past or emissaries of a problematic future? This book provides a multi-faceted approach to platforms and their profound impact on markets and ecosystems. Economic, managerial, social, and political aspects are analysed, and the differentiation of platforms and their disruptive potential is reviewed. The book also examines the mechanism of achieving a monopolistic position, including in the international supply chain, and the greater influence of platforms on political activity and contemporary democracy. With examples from Poland, USA, and China, the contributions offer an international evaluation of disruptive platforms across a multitude of industries. The edited collection, prepared by scholars from the SGH Warsaw School of Economics, will be valuable to researchers and academics across the fields of strategic management, marketing, innovations, international business, and the digital economy.

A business model for the digital B2C/B2B platform. The development based on an ecosystem Larissa Petersen,2020-11-09 Master's Thesis from the year 2020 in the subject Business economics - Business Management, Corporate Governance, grade: 1.0, AKAD University of Applied Sciences Stuttgart, language: English, abstract: This thesis deals with the development of a suitable business model for a digital platform in the AA company. For this purpose, a suitable process model with appropriate instruments for the development of an ecosystem-based platform must be found. What is the process for building a successful business model for a digital platform? This research question is at the center of our work. The master thesis is a contribution to the process of building an ecosystem-based digital platform. Two basic directions must be followed in the creation of a data-centric digital platform: The construction of a digital ecosystem and the establishment of a business model. Digital change brings with it many changes, including high dynamics and the need to react, pressure on companies to innovate, new distribution channels and complex relationships with customers and partners. Companies are focusing their strategic orientation on digital structures, planning horizons and market boundaries are expanding, and ecosystems and platforms are being created as a result. Digital platforms are seen as the foundation of future value creation systems; they coordinate supply and demand in an ecosystem. In order to achieve the primary research goal, the modal goals were formulated: Determination of the success factors as strategic guidelines for the business model of the digital platform; development of the procedural model for building the ecosystem and creation of a business model for the platform. The

modal goals were assigned to the two fields of investigation. The findings on the success factors of the digital platform from investigation field 1 flow into investigation field 2, in which a business model for the digital platform is set up. The success factors were identified on the basis of a literature search. These were expanded in field of investigation 1 by evaluating the scientific works and studies available in the database and by subsequent group interviews.

Navigating Unpredictability: Collaborative Networks in Non-linear Worlds Luis M. Camarinha-Matos,Angel Ortiz,Xavier Boucher,Anne-Marie Barthe-Delanoë,2024-09-11 This two-volume set, IFIP AICT 726 and 727, constitutes the refereed proceedings of the 25th IFIP WG 5.5 Working Conference on Virtual Enterprise, PRO-VE 2024, held in Albi, France, during October 28–30, 2024. The 56 full papers presented in these two volumes were carefully reviewed and selected from 113 submissions. The papers presented in these two volumes are organized in the following topical sections: Part I: AI and collaboration; Human-machine collaboration; Emotions and collaborative networks; Collaborative ecosystems: Skills for resilient futures; Collaborative ecosystems: Technologies for resilient futures; Uncertainty and collaboration in supply chain; Collaborative networks as driver of innovation in organizations 5.0: Models; Collaborative networks as driver of innovation in organizations 5.0: Participation; Trust and trustworthy technologies in collaborative networks. Part II: Empowering vulnerable populations well-being through collaborative networks; Collaborative manufacturing systems in the digital era; Fostering collaborative and interoperable digital models for digital twins: Methods; Fostering collaborative and interoperable digital models for digital twins: Cases; Zero defects and zero waste strategies in industrial collaborative networks; Simulation frameworks; Collaborative decision making; Design of collaborative environments.

HCI in Mobility, Transport, and Automotive Systems Heidi Krömker,2019-07-10 This book constitutes the refereed proceedings of the First International Conference on HCI in Mobility, Transport, and Automotive Systems, MobiTAS 2019, held as part of the 21st International Conference on Human-Computer Interaction, HCII 2019, in Orlando, FL, USA in July, 2019. The 1274 full papers and 209 posters presented at the HCII 2019 conferences were carefully reviewed and selected from 5029 submissions. The papers cover the entire field of human-computer interaction, addressing major advances in knowledge and effective use of computers in a variety of application areas. The papers in this volume are organized in the following topical sections: interaction in autonomous and semiautonomous vehicles; driving experience; and mobility and transport.

Challenges and Opportunities to the Telecoms Industry Sebastian Straube,2011-10 Seminar paper from the year 2010 in the subject Economics - Micro-economics, grade: 1,7, University of Frankfurt (Main), language: English, abstract: The actual Telecoms one-sided business model is under pressure: tougher regulation, developing technology, potential new entrants, and advancing customer expectations. The traditional voice business is facing stagnating or even falling revenues and therefore in-creased voice usage is no longer sufficient to compensate for price deflation. In the current one-sided

business model, the telco buys equipment and content from sup-pliers, integrates them, and bills the end user for services. This reflects the traditional value chain in which value moves from left to right. The future business model breaks the traditional value chain. Value is created on the left and on the right side of a telco. This two-sided business model delivers value to and generates revenue from 3rd party service providers as well as end-users by providing an open platform that helps the service providers to interact with end-users in more effective ways. This model enables the genera-tion of new incomes and can be the solution to escape from an environment with decreasing prices and falling revenues. The telecommunication industry promises itself enormous economic potential and tremendous added values for all participants. The aim of this paper is to show the challenges and opportunities of telecoms' journey from one-sided to two-sided business models to reach a new era of growth. Both models will be analyzed by the business model canvas of Osterwalder and Pigneur. It will show that the telecommunication industry is able to gain much more power and new revenue streams than they do today. Chapter 2 will present the theoretical foundations used in this paper for analyzing the un-derlying business models. In chapter 3 the theoretical models are adopted to examine the actual one-sided of the telecommunication industry. This includes the current economic

Sustainable business models in the context of the circular economy. How can a company produce and deliver products using sustainable methods? Frederik Meissner,2020-04-22 Companies and whole branches of industry have a social and ecological responsibility. Excessive use of resources and exploitation of workers throw a negative light on certain branches of industry. One example for such an industry is the mobile phone sector. In order to solve this problem, Frederik Meissner presents a case study of two sustainable business models. How do companies propose, create, deliver, and capture value? Do the discussed business models correspond to the principles of the circular economy? The circular economy is seen as a condition and a beneficial relation for sustainability. Meissner's first case is the smartphone retailer Fairphone, who provides a long-living, modular, and transparent mobile phone. The second case is Mazuma Mobile, a refurbishment service that provides second-hand mobile phones and the possibility to sell an old or broken electronic device. This book shows how a company can produce and deliver products using sustainable methods. In this book: - Business Model Canvas; - Technical Cycle; - Nine Building Blocks; - Value Creation; - Value Capturing

Startup Program Design: A Practical Guide for Creating Accelerators and Incubators at Any Organization Paolo Lombardi,Adam Berk,2022-06-28 Design and execute a powerful startup program that delivers value for all parties involved Startup accelerators. Business incubators. Hackathons. These are the hallmarks of the innovation ecosystem development practices used to discover, launch, and scale the most forward-looking startups of the last decade. If you want to adopt these approaches to your own business but aren't sure how to implement them, now's the time to master the practices of today's most successful early-stage investors. In Startup Program Design, two seasoned veterans deeply versed

in startup engagement programs provide you with the tools to introduce open innovation practices to your organization. While other books on innovation management tend to be conceptual at the expense of hands-on experience, Startup Program Design is a practical manual vertically focused on preparing the organization, identifying the right strategy, and designing an attractive and effective offer. Filled with real-world examples, interviews with program managers, lessons learned, and diagrams and canvases that outline a step-by-step logical sequence, Startup Program Design points you toward results that are scalable and repeatable. Whether you're an innovation manager, executive, consultant, service designer, business owner, or startup community activist, this first-of-its-kind guide offers a radical new framework for true innovation.

Information Systems Strategy. The Case of Inked Apparel Richardson Steve,2013-06-05 Research Paper (undergraduate) from the year 2013 in the subject Business economics - Offline Marketing and Online Marketing, grade: B, The University of Liverpool, language: English, abstract: This term paper presents an information systems strategy using the fictitious example of Inked Apparel. Inked Apparel is a custom clothing manufacturer and retailer; it is primarily situated in two sectors of trading, which is providing a service to its customer by creating a t-shirt of their desire and eventually retailing the produced clothing online as well as at local market stalls. Inked Apparel is a small business that will create custom T-shirts, Polo's and Hoodies with the choice of customer's preference of images, which can be then created by Ink's design team. These designs can be printed on the back or front as well as both sides of the clothing. Customers request through a form which is available on Ink's website and can be printed in paper form. Once the apparel has been created the company sells it to the customer at an agreed price set beforehand. In addition, a market stall is used to help sell generalised merchandise created by the artists for tourists and citizens such as 'I heart London' shirts.

Business Model Generation Alexander Osterwalder,Yves Pigneur,2010-07-13 Business Model Generation is a handbook for visionaries, game changers, and challengers striving to defy outmoded business models and design tomorrow's enterprises. If your organization needs to adapt to harsh new realities, but you don't yet have a strategy that will get you out in front of your competitors, you need Business Model Generation. Co-created by 470 Business Model Canvas practitioners from 45 countries, the book features a beautiful, highly visual, 4-color design that takes powerful strategic ideas and tools, and makes them easy to implement in your organization. It explains the most common Business Model patterns, based on concepts from leading business thinkers, and helps you reinterpret them for your own context. You will learn how to systematically understand, design, and implement a game-changing business model--or analyze and renovate an old one. Along the way, you'll understand at a much deeper level your customers, distribution channels, partners, revenue streams, costs, and your core value proposition. Business Model Generation features practical innovation techniques used today by leading consultants and companies worldwide, including 3M, Ericsson, Capgemini, Deloitte, and others. Designed for doers, it is for those ready to abandon outmoded thinking and embrace new models of value creation: for executives, consultants,

entrepreneurs, and leaders of all organizations. If you're ready to change the rules, you belong to the business model generation!

Business Model Canvas: a Good Tool with Bad Instructions? Rod King,2017-03-17 Originally conceived by Alexander Osterwalder, the Business Model Canvas is widely used by entrepreneurs to document the status of their business models. In principle, the Business Model Canvas can be used as a versatile tool for discovering and solving any type of pain on the planet. However, the Business Model Canvas is sub-optimally used. The Business Model Canvas has 12 handicaps that constrain it as a versatile tool for Open & Multilevel Pain Solving.This book critically and deeply explores the Business Model Canvas with a view to identifying as well as fixing its handicaps. Complementary tools such as the Business Model Strip, POKER Scorecard, and POKER Canvas are suggested to be used so that the full potential of the Business Model Canvas can be realized.

Business Model Canvas Gerard Blokdyk,2018-05-25 Are assumptions made in Business Model Canvas stated explicitly? Is there a Business Model Canvas Communication plan covering who needs to get what information when? How can you measure Business Model Canvas in a systematic way? How will you measure your Business Model Canvas effectiveness? Which individuals, teams or departments will be involved in Business Model Canvas? This extraordinary Business Model Canvas self-assessment will make you the credible Business Model Canvas domain visionary by revealing just what you need to know to be fluent and ready for any Business Model Canvas challenge. How do I reduce the effort in the Business Model Canvas work to be done to get problems solved? How can I ensure that plans of action include every Business Model Canvas task and that every Business Model Canvas outcome is in place? How will I save time investigating strategic and tactical options and ensuring Business Model Canvas costs are low? How can I deliver tailored Business Model Canvas advice instantly with structured going-forward plans? There's no better guide through these mind-expanding questions than acclaimed best-selling author Gerard Blokdyk. Blokdyk ensures all Business Model Canvas essentials are covered, from every angle: the Business Model Canvas self-assessment shows succinctly and clearly that what needs to be clarified to organize the required activities and processes so that Business Model Canvas outcomes are achieved. Contains extensive criteria grounded in past and current successful projects and activities by experienced Business Model Canvas practitioners. Their mastery, combined with the easy elegance of the self-assessment, provides its superior value to you in knowing how to ensure the outcome of any efforts in Business Model Canvas are maximized with professional results. Your purchase includes access details to the Business Model Canvas self-assessment dashboard download which gives you your dynamically prioritized projects-ready tool and shows you exactly what to do next. Your exclusive instant access details can be found in your book.

Mapping Innovation (PB) Greg Satell,2017-05-26 Map the innovation space—and blaze a path to profits and growth

Countless books, articles, and other advice promise leaders solutions to the complex challenges they face. Some offer quick, silver-bullet remedies—a straight line to success!—and some are so technical that readers get lost before they begin. Now, there's Mapping Innovation, a refreshing alternative in the crowded business innovation space. Engaging and informative without sacrificing substance and expertise, this groundbreaking guide provides thorough background on some of the greatest innovations of the past century as well as . It details the processes that advanced them from inception to world-changing products—and shows you how to replicate their success. Business innovation expert Greg Satell helps you find your way by revealing the four models of innovation: Basic Research, Breakthrough Innovation, Sustaining Innovation, and Disruptive Innovation. One size does not fit all, so he provides a framework—the Innovation Matrix—for discovering which "type" of innovation process best suits the problem you need to solve. It's about asking the right questions, so that you can apply the right strategies to the problems you need to solve. In the end, you'll have a crystal clear model for disrupting the marketplace, scaling your efforts to propel your enterprise forqward, and leverage digital platforms to your advantage. Mapping Innovation offers a simple and accessible but powerful approach to developing a strategy that will put you light years ahead of the competition!.

Product and Process Design Principles Warren D. Seider,Daniel R. Lewin,J. D. Seader,Soemantri Widagdo,Rafiqul Gani,Ka Ming Ng,2016-05-23 The fourth edition enhanced eBook update of Product and Process Design Principles contains many new resources and supplements including new videos, quiz questions with answer-specific feedback, and real-world case studies to support student comprehension. Product and Process Design Principles covers material for process design courses in the chemical engineering curriculum—demonstrating how process design and product design are interlinked and their importance for modern applications. Presenting a systematic approach, this fully-updated new edition describes modern strategies for the design of chemical products and processes. The text presents two parallel tracks—product design and process design—which enables instructors to easily show how product designs lead to new chemical processes and, alternatively, teach product design as separate course. Divided into five parts, the fourth edition begins with a broad introduction to product design followed by a comprehensive introduction to process synthesis and analysis. Succeeding chapters cover the products and processes of design synthesis, design analysis, and design reports. The final part of the book presents ten case studies which look at product and process designs such as for Vitamin C tablets, conductive ink for printed electronics, and home hemodialysis devices. Effective pedagogical tools are thoroughly and consistently implemented throughout the text.

The Platform Business Navigator FELIX. JUNG WORTMANN (SVEN. GASSMANN, OLIVER.),Oliver Gassmann,Sven Jung,2023-12-28

Applying the Business Model Canvas Steven Imke,2016-04 Applying the Business Model Canvas: A Practical Guide for

Small Businesses is a book that was written for the entrepreneur trying to come up with a workable new business model. It teaches entrepreneurs using the Socratic Method of asking and answering questions to complete each of the 13 building blocks of the Business Model Canvas and the Value Proposition Model. Through this process, the reader will be able to turn abstract ideas into a practical business model in no time. Applying the Business Model Canvas: A Practical Guide for Small Businesses is a concise and easy to read guide packed with solid advice and examples that will help entrepreneurs refine their business ideas before they launch. This book also helps the reader avoid costly mistakes.

The Business Model Canvas Playbook Marco Meyer,2014-08-13 A MUST HAVE FOR VISIONARIES, ENTREPRENEURS, EXECUTIVES AND CONSULTANTS WITH A GAME CHANGING ATTITUDE This is not a fiction or non-fiction book. It is also not a workbook. So what is it then? This book consists of several worksheets. To be precise: 20 blank business model canvases. Since worksheet did not sound appealing enough, we chose "playbook". A playbook contains a sports team's strategies and plays. Very similar to a business model of startups / companies. WHAT IS A CANVAS? Alexander Osterwalder's business model canvas presents a visual overview of the nine components of any business on one page. This page has nine boxes that depict the details of a company's product, customers, channels, demand creation, revenue models, partners, resources, activities and cost structure. HOW SHOULD I USE THIS PLAYBOOK? What exactly you do with it is up to you. I personally recommend you fill the canvases with your ideas, guesses, visions and strategies, than you experiment and test things in real life and change your business model along the way. To do it the right way I highly recommend reading: 1. Business Model Generation by Alexander Osterwalder & Yves Pigneur. The inventors of the business model canvas. A must! Enough said. 2. The Lean Startup by Eric Ries. Successfully launch your startup and prevent failure. 3. The Startup Owner's Manual by Steven Blank & Bob Dorf: As stated by Blank & Dorf, 2012 in The Startup Owner's Manual "As a startup moves through the Customer Development process, it will use the business model canvas as a scorecard, by posting the hypotheses about each component of the model and then revising the hypotheses as the founders gather facts. Think of your first version of the business model canvas as the starting point showing the hypotheses that must be confirmed in face-to face or online interaction with customers. (…) Using the business model canvas as a guide makes it easier to figure out where and how to pivot, since the team can visually diagram its alternatives and see what it needs to change. Each time the founders iterate or pivot in response to customer feedback, they draw a new canvas showing changes. Over time, these multiple canvases form a "flip book" that shows the evolution of the business model." (Steven Blank & Bob Dorf, 2012) Tags: business model template, business model canvas, business model canvas book, the lean startup, canvas book, startup owner's manual,business model canvas poster, business model canvas whiteboard

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