STAKEHOLDERS

Fokus in the main peers for your business model based on influencing power and potential risks.

Trigger questions:
Are these stakeholders supporting
or contradicting your project?

How do you transform your stakeholders
into ambassadors of your platform?

BUSINESS DRIVERS

ENDOGENOUS   EXOGENOUS

Fokus on the most important variables that are driving your platform success
(e.g. number of consumers, number of transactions, etc.)

Trigger questions:
What are internal factors you can influence (primarily resource-based) and
external factors you can't (primarily market-based).

COMPETITION

Focus on the main service or product substitutes.

Trigger questions:
What are your current competitiors?

What could be future competitors (new entrants)?

What are substitutr products or services for your platform?

VISION (internal)

Focus on the main theme that keeps you working
on each single day.

Trigger questions:
Where do you see the platform in 2-3 years?
The vision is more an internal view and future-oriented.

USP

What makes you unique / outstanding from the competition?

UNFAIR ADVANTAGES

What is your secret sauce, that protects your business model
from copycats?

MISSION (external)

Focus on your perception within the market.

Trigger questions:
What's the purpose of your platform?
(Check dependencies to your value proposition)

The mission is more an external view and focused on the current state.

RESOURCE-BASED STRATEGY

Focus on internal capabilities / assets (tangible and intangible) in order to
assert your position in the market.

Trigger questions:
What are the resources that are of value, rare, costly to imitate and organized
to capture value in order to be considered as sustained competitive
advantage?

BUSINESS CASE

Focus on the main assumptions of your business case.

Trigger questions:
What are the variables and how uncertain
are the underlying assumptions?

When do you reach break even level?

MARKET-BASED STRATEGY

Focus on ways to gain a foothold in the market.

Trigger questions:
How do you position yourself within the market
and against your competitors?

How do you generate lock-in effects
(high switching costs)?

PLATFORM STRATEGY CANVAS v3.0

TITLE

ENG