



# Platform Innovation Kit 3.0

User guide



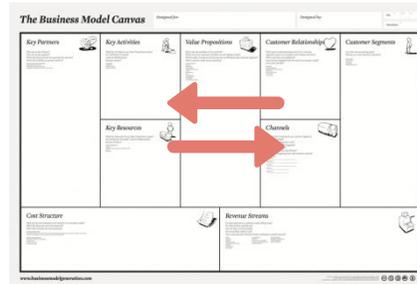


# From Linear Businesses to Platforms

What we see today is the rise of the platform economy – a shift from linear value chains to value creation networks.

Companies have to move away from the thinking of „my“ product or „my“ service. In a platform world you become the orchestrator of multiple parties. Your job is no longer to develop new products, your job is to facilitate the transaction between the participants.

The standard business model canvas is a perfect tool for linear businesses – we love it too. But using it to design multi sided businesses can end up in a mess. That's where the PIK will help. Exclusively designed for platforms where you have to manage multiple value propositions.



## Linear Business

- Sells a product or service to a consumer
- Owns one side of the transaction
- Products have inherent value

„I derive value from my use of a product“



## Platform Business

- Facilitates a transaction between multiple parties
- Owns infrastructure that facilitates the transaction
- Platforms add network value

„I derive value from other peoples use of the platform“



# Introduction to the Kit

# History of the Kit

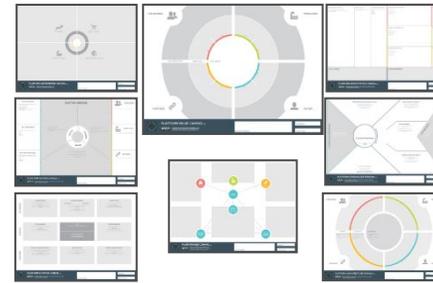
## Platform Business Model Canvas



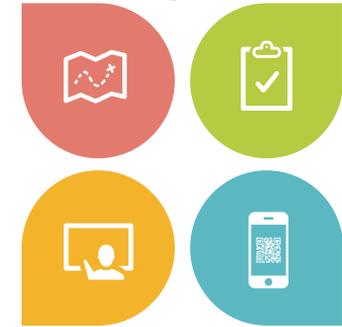
## Platform Innovation Kit 1.0



## Platform Innovation Kit 2.0



## Platform Innovation Kit 3.0



The original canvas for multi-sided ecosystems

Intro of the 5 step Platform Innovation Process and 4 new canvases

A lean innovation process & toolset guiding you from ideation to growth  
new deep dive canvases

1st interactive set of canvases for platform & ecosystem innovation



2015



2016



2017



2018



**The Platform Innovation Kit is a comprehensive and easy-to-use strategy and business model innovation framework for digital platforms & ecosystems**

**It helps to**

ideate new platform opportunities  
launch & ignite a platform ventures  
improve an existing platform business  
make strategic pivoting decisions





## Overview Platform Innovation Kit 3.0

Four major components  
helping you to build  
digital platforms &  
ecosystems the right  
way

### Innovation Plan



Step-by-step guide to help  
you to focus on the right  
things when going from  
ideation to scale.

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### Interactive Canvases



A comprehensive set of  
interactive canvases to  
explore, design and validate  
platform business models.



### Assessment Toolset

Review your platform best  
practices and align it with  
critical success factors to  
prioritise next steps.

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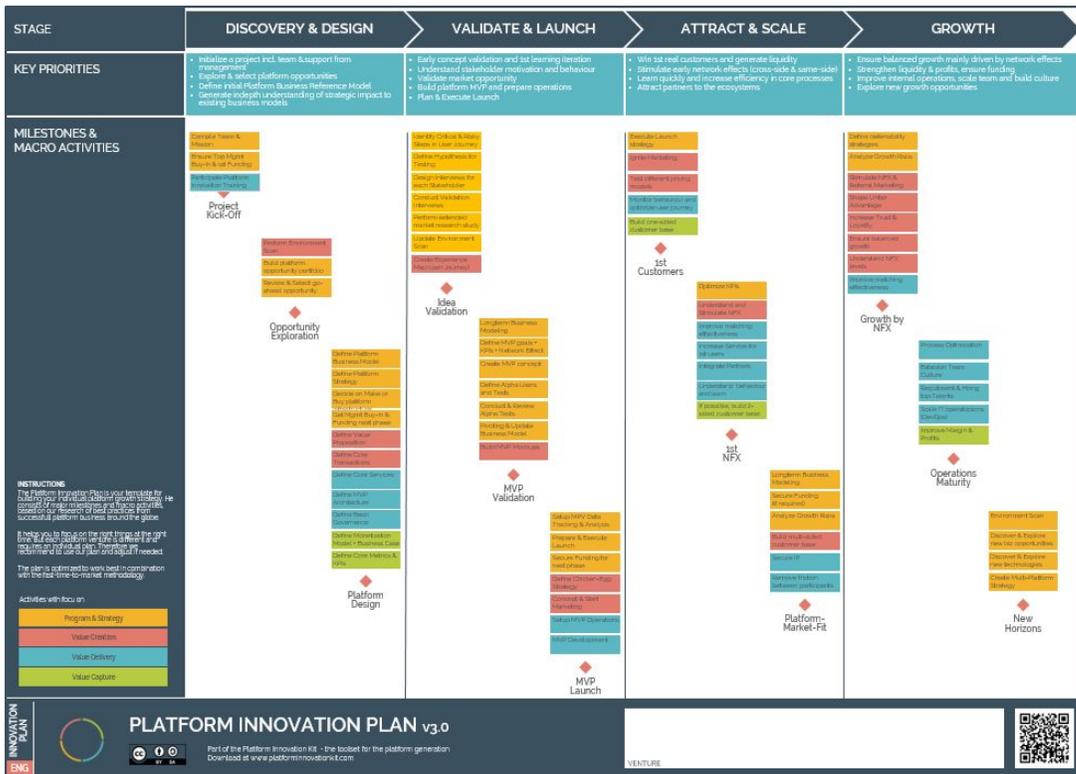


### App and Community

Use our chat bot for an  
interactive learning  
experience and connect  
with global experts and  
platform pioneers.



# Innovation Plan



## Step-by-Step

A structured, systematic and proven process to help you to build a profitable, repeatable and scalable business



## Best Practices

Based on best practices from platform startups and ventures worldwide



## Focus on the right things

Helps you to focus on the right things at the right time - lowering the risks of failure and speeds up the process



# Canvas Set



## Platform Business Model Canvas

One-Page platform business model canvas acts as a dashboard for all key components and can be used for platforms as well as larger ecosystems



## Deep-Dive Canvases

Set of multiple canvases to understand and design key components and strategies in detail



## Interactive User-Guide

All canvases are equipped with barcodes giving you access to an interactive online user-guide via the Platform Innovation Kit App



## Multi-Language

The canvases are available in multiple languages to support a global adoption (English, Spanish, German)



# Assessment Tool set

SUCCESS CRITERIA	STRENGTH / WEAKNESSES	SCORING	IMPROVEMENTS
<b>VALUE CREATION</b> <b>ECOSYSTEM EXPLORATION</b> <small>Do you understand ecosystem dynamics in your home and explore changes to the context of your platform needs for innovation in the market?</small> <b>RELEVANT VALUE PROPOSITION</b> <small>Do you focus on what you're doing on the platform or platform to help address the needs of your market? Do you have a clear value proposition for your market?</small> <b>ACTIVE RELATIONSHIPS</b> <small>Do you have an active community of users? Do you have established relationships with your market? Do you have a clear value proposition for your market?</small> <b>STRENGTHEN NETWORK EFFECTS</b> <small>Do you have a clear value proposition for your market? Do you have a clear value proposition for your market?</small> <b>ACTIVE PARTNERS</b> <small>Do you have a clear value proposition for your market? Do you have a clear value proposition for your market?</small> <b>ACTIVE COMMUNITY</b> <small>Do you have an active community of users? Do you have established relationships with your market? Do you have a clear value proposition for your market?</small>		○ ○ ○ ○ ○	
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<b>VALUE DELIVERY</b> <b>ATTRACTION / ACCESS CONTROL</b> <small>How do you attract users to your platform? Do you have a clear value proposition for your market? Do you have a clear value proposition for your market?</small> <b>CURATION MODEL</b> <small>Do you have an effective curation model? Do you have a clear value proposition for your market? Do you have a clear value proposition for your market?</small> <b>EFFECTIVE MATCHMAKING</b> <small>Do you have an effective matchmaking model? Do you have a clear value proposition for your market? Do you have a clear value proposition for your market?</small> <b>TRANSACTIONS</b> <small>Do you have an effective transaction model? Do you have a clear value proposition for your market? Do you have a clear value proposition for your market?</small> <b>SIMPLICITY / USER EXPERIENCE</b> <small>Do you have a clear value proposition for your market? Do you have a clear value proposition for your market?</small> <b>DATA INSIGHTS / CUSTOMIZATION</b> <small>Do you have a clear value proposition for your market? Do you have a clear value proposition for your market?</small> <b>GOVERNANCE / BEHAVIORAL DESIGN</b> <small>Do you have a clear value proposition for your market? Do you have a clear value proposition for your market?</small> <b>TRUST BUILDING</b> <small>Do you have a clear value proposition for your market? Do you have a clear value proposition for your market?</small> <b>LEARNING ORGANIZATION</b> <small>Do you have a clear value proposition for your market? Do you have a clear value proposition for your market?</small> <b>RULES &amp; PLAY INFRASTRUCTURE</b> <small>Do you have a clear value proposition for your market? Do you have a clear value proposition for your market?</small>		○ ○ ○ ○ ○	
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<b>VALUE CAPTURE</b> <b>STRATEGY &amp; FOCUS</b> <small>Do you have a clear value proposition for your market? Do you have a clear value proposition for your market?</small> <b>METRICS &amp; MONETIZATION</b> <small>Do you have a clear value proposition for your market? Do you have a clear value proposition for your market?</small> <b>ENTERPRENEURIAL INDEPENDENCE</b> <small>Do you have a clear value proposition for your market? Do you have a clear value proposition for your market?</small> <b>RISKS &amp; COMPETITION</b> <small>Do you have a clear value proposition for your market? Do you have a clear value proposition for your market?</small>		○ ○ ○ ○ ○	
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## Check against Success Criteria

Check your platform against best practices & success factors of best-in-class platforms



## E<sup>3</sup> Strategy Framework

Define your strategic focus for the next 3-5 years to set priority for improvement activities



## Define Improvements

Clearly define required improvements and incorporate the into an integrated roadmap



## Team Alignment

The Assessment is conducted by face-to-face interviews and team workshops to ensure common understanding and alignment between responsible team members

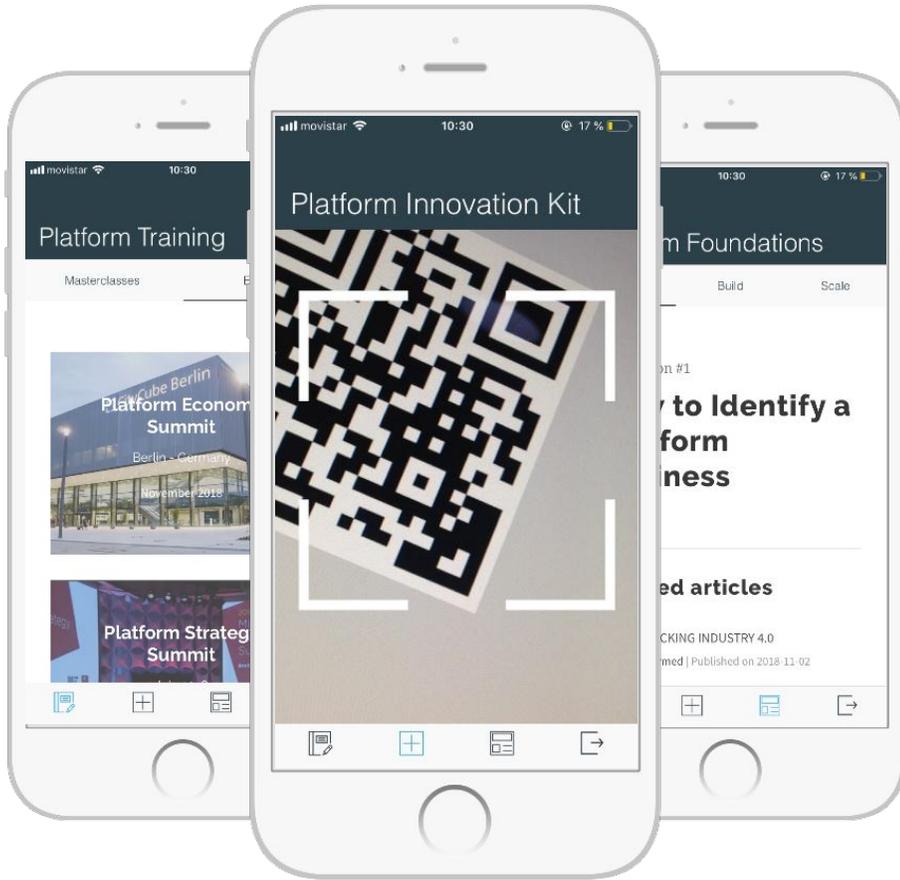
ASSESSMENT

PLATFORM ASSESSMENT (light) v3.0

Part of the Platform Innovator Kit - the toolkit for the platform generation  
Download at [www.platforminnovators.com](http://www.platforminnovators.com)



# App and community



## Digital User-Guide

Scan the barcode on the canvases to get support & guidance incl. examples & up-to-date news



## Insights from global experts

News and latest insights from global experts and thoughts leaders curated right into your pocket



## Interactive Community

Exchange with other platform pioneers within our global platform innovation community

DOWNLOAD NOW



# Platform Economics

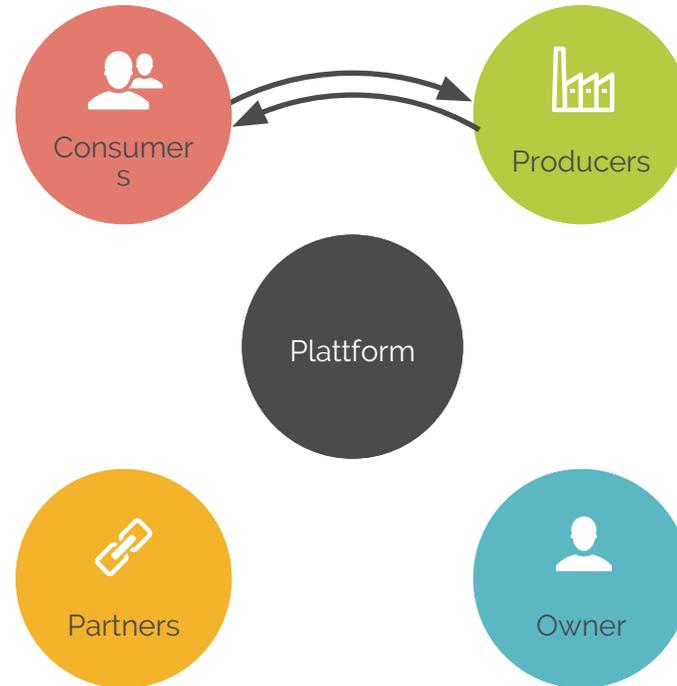


# Platform Economics

This guide will help you to get quickly comfortable with our proven methodology, the toolset and the App.

enjoy!

# The multi-sided Market Model



## Platform (n):

"A business that operates a physical or virtual place to help two or more different groups to find, co-create, interact with each other and exchange value."

Source: Jacqueline Otte, Matthias Lohse, Matthias Walter (2017) based on Evans & Schmalensee (2016), Choudray (2015)

In our observations we realized that successful platforms are based on more than two sides – they are multi-sided.

They bring together different roles – Consumers, Producers and Partners. They facilitate the transactions of values and focus on building long lasting relationships.

**The core role of a platform is comparable to an orchestrator. Bringing different stakeholders together to allow the exchange of values.**

In our methodology we distinguish between four roles of stakeholders. It is important to understand the difference between them to define proper value propositions for each of them.

# The Platform Stakeholders

... consuming and utilizing the core value from the platform ecosystem.

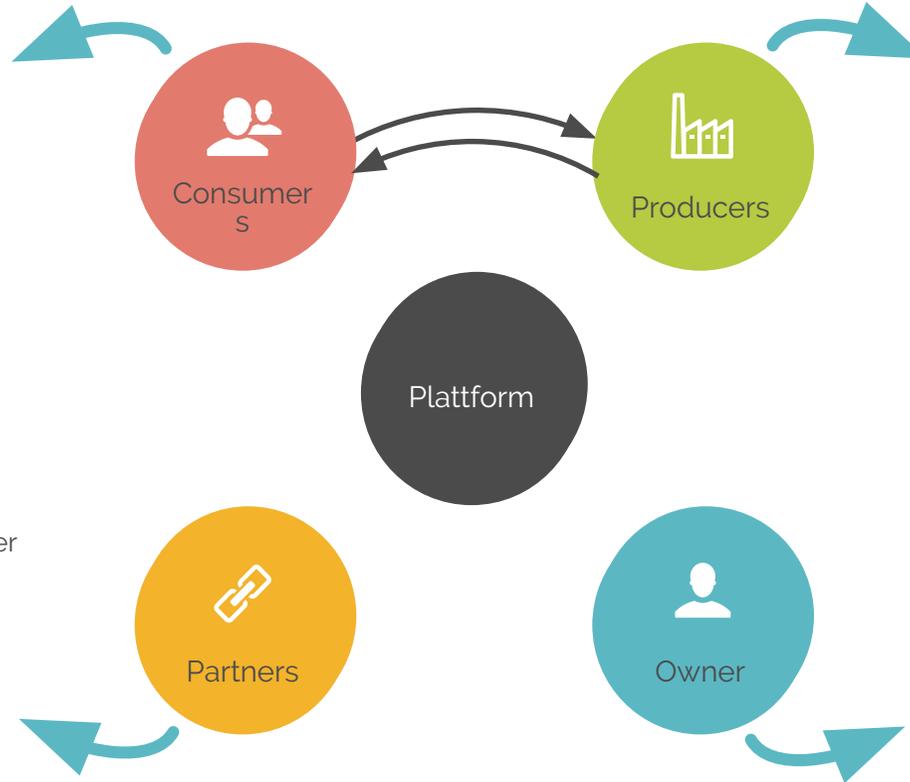
Can transform into the role of a Prosumer when acting as consumer and producer at the same time

**Examples:** Airbnb travelers, UBER riders, Youtube viewers, Salesforce customers

... are additional service providers looking for a better and broader market access.

The biggest difference compared to the Producers are that they are only indirectly involved into the exchange of the core values.

**Examples:** WordPress theme developers, Salesforce Forge developers, Payment providers, Advertisers



... providing the core value to the platform ecosystem, looking to enlarge their customer base and lowering the efforts for marketing.

**Examples:** Airbnb hosts, UBER drivers, Youtube Videographers, Salesforce software providers

... own the vision of the platform and it's ecosystem. They are responsible to lower the friction of the core platform processes and to enhance the experience of the platform for all stakeholders.

**Examples:** AirBnB, Apple as the appstore owner, Google as the Android owner, Wordpress, Salesforce



# Innovation Plan



# Innovation Plan

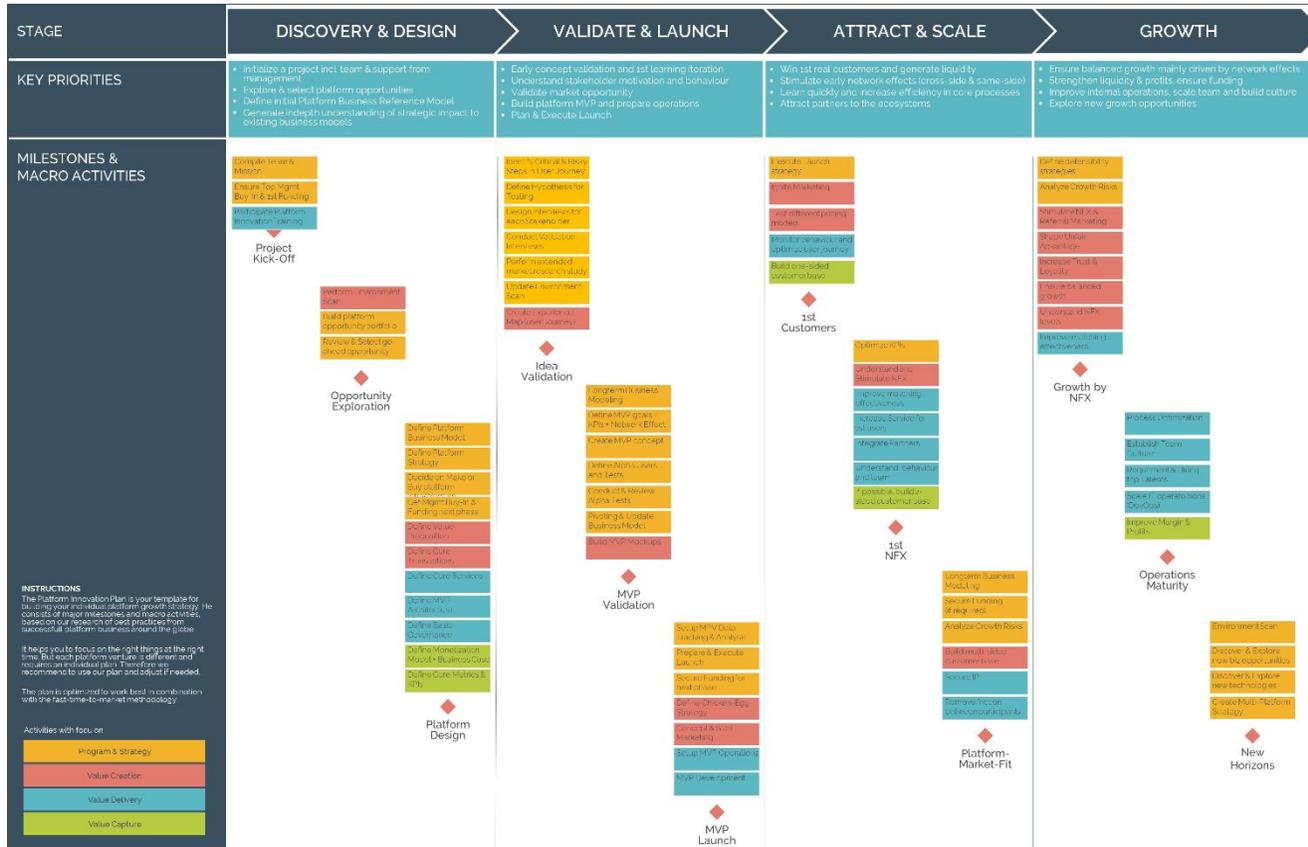
This guide will help you to  
get quickly comfortable  
with our proven  
methodology, the toolset  
and the App.

enjoy!



# Platform Innovation Plan

## Purpose & How-to



**INSTRUCTIONS**  
 The Platform Innovation Plan is your template for the innovation initiative. Platform growth strategy. It consists of major milestones and macro activities, based on our research of best practices from successful platform businesses around the globe.

It helps you to focus on the right things at the right time. But each platform venture is different and requires an individual plan. Therefore we recommend to use our plan and adjust if needed.

The plan is optimized to work best in combination with the fast-time-to-market methodology.

Activities with focus on:

- Program & Strategy
- Value Creation
- Value Delivery
- Value Capture

**PURPOSE**

The Innovation Plan is a best practice based blueprint for platforms going from design to growth.

Purpose is to help platform teams to focus on the right things at the right time. Adoption to each venture project is required. Clear milestones help you to fast forward and reach your goals faster and less risky.

**HOW TO**

There are 4 major stages of a platform venture. Each stage has different key priorities. The defined macro activities are color coded to help you to understand the impact area of your business model.

- Define the right stage for your venture and check / adapt the key priorities.
- Define completeness criteria for each milestone -> they have to have a customer focus (internal or external).
- Check and adapt the macro activities -> give them clear names and add ownership.

**We recommend to transfer the plan into project management tool and to use an agile approach (e.g. Scrum, fast-time-to-market) to follow-up / update.**



# Our Canvases

[DOWNLOAD NOW](#)

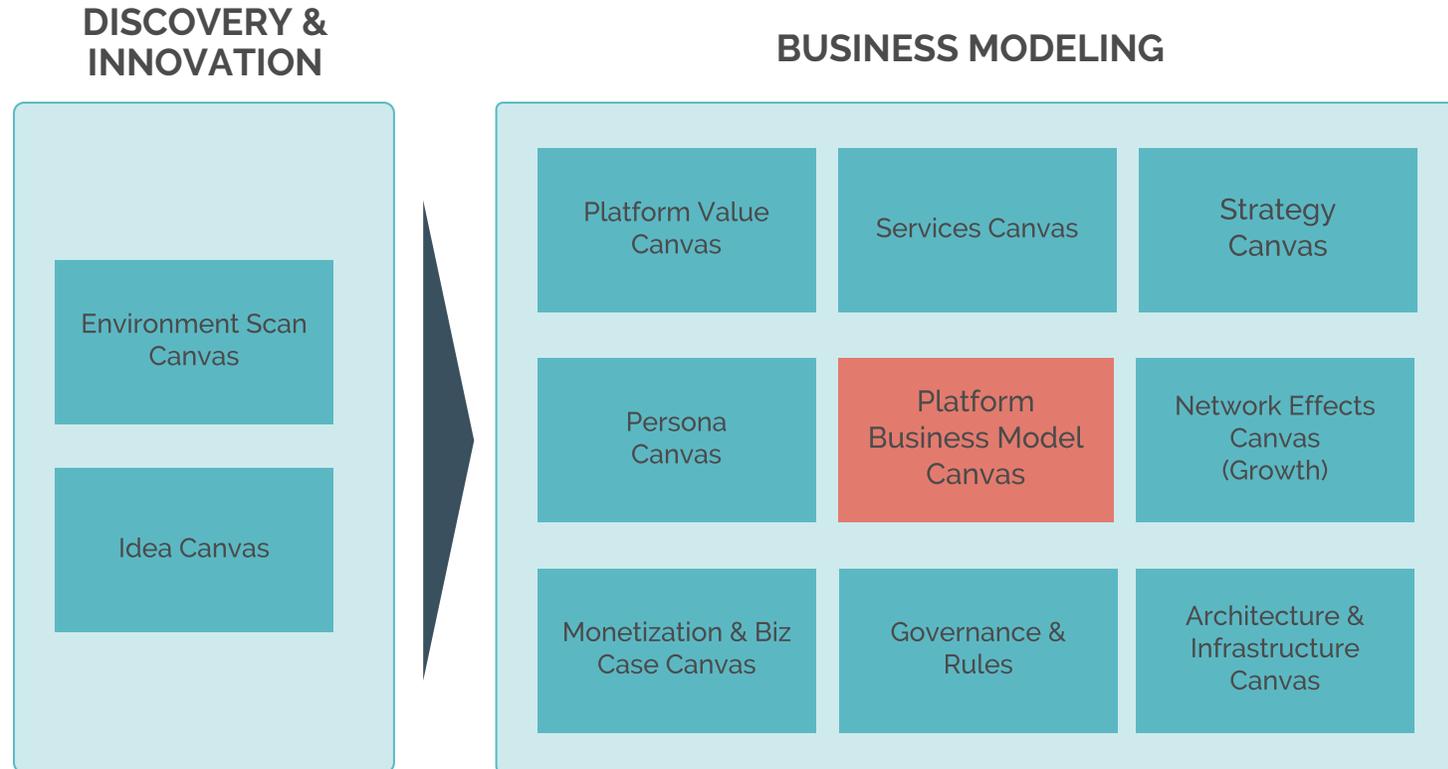


# Canvases

Our process uses large, graphic templates to step teams through the development of digital platforms & ecosystems focused on every important component of modern business models.



# Overview of the Canvases



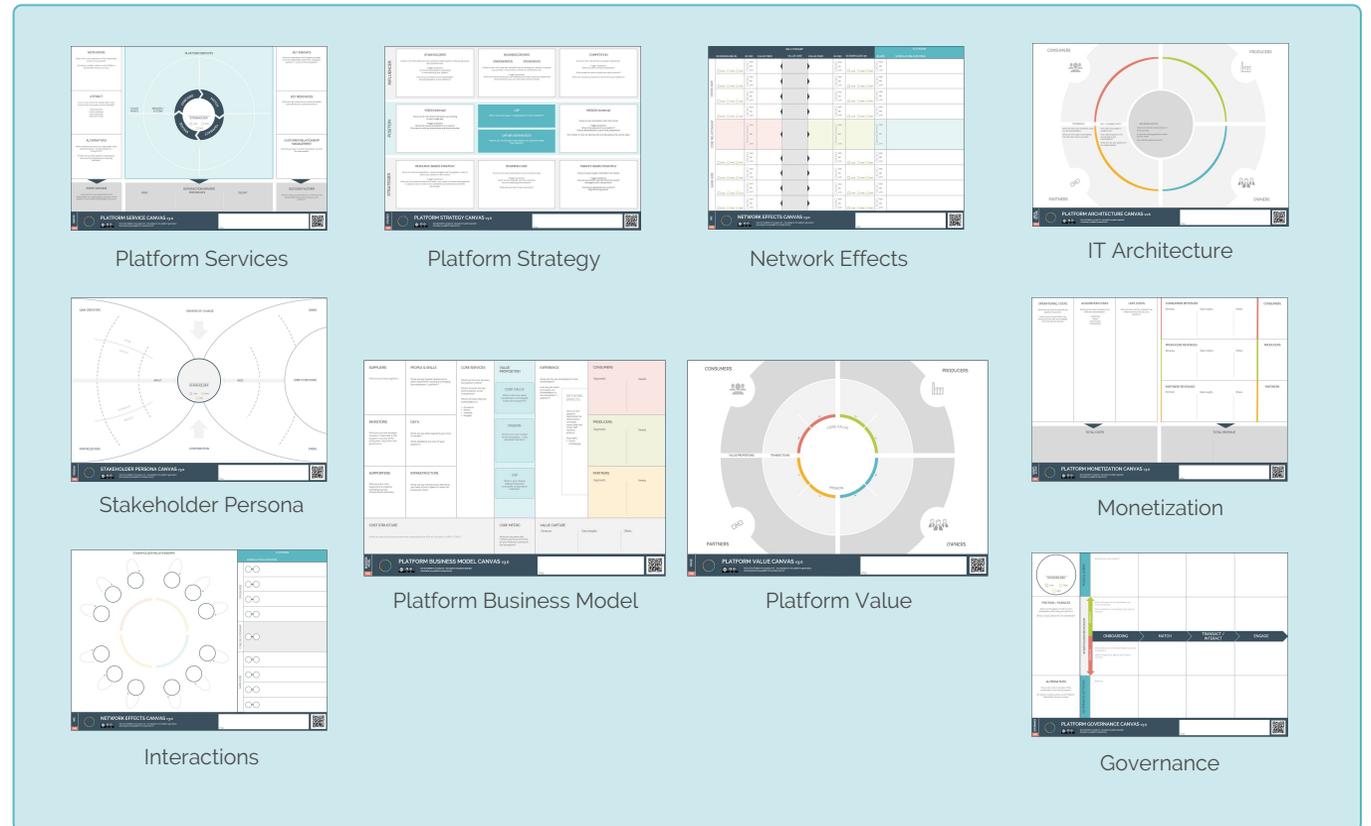


# Overview of the Canvases

## DISCOVERY & INNOVATION



## BUSINESS MODELING



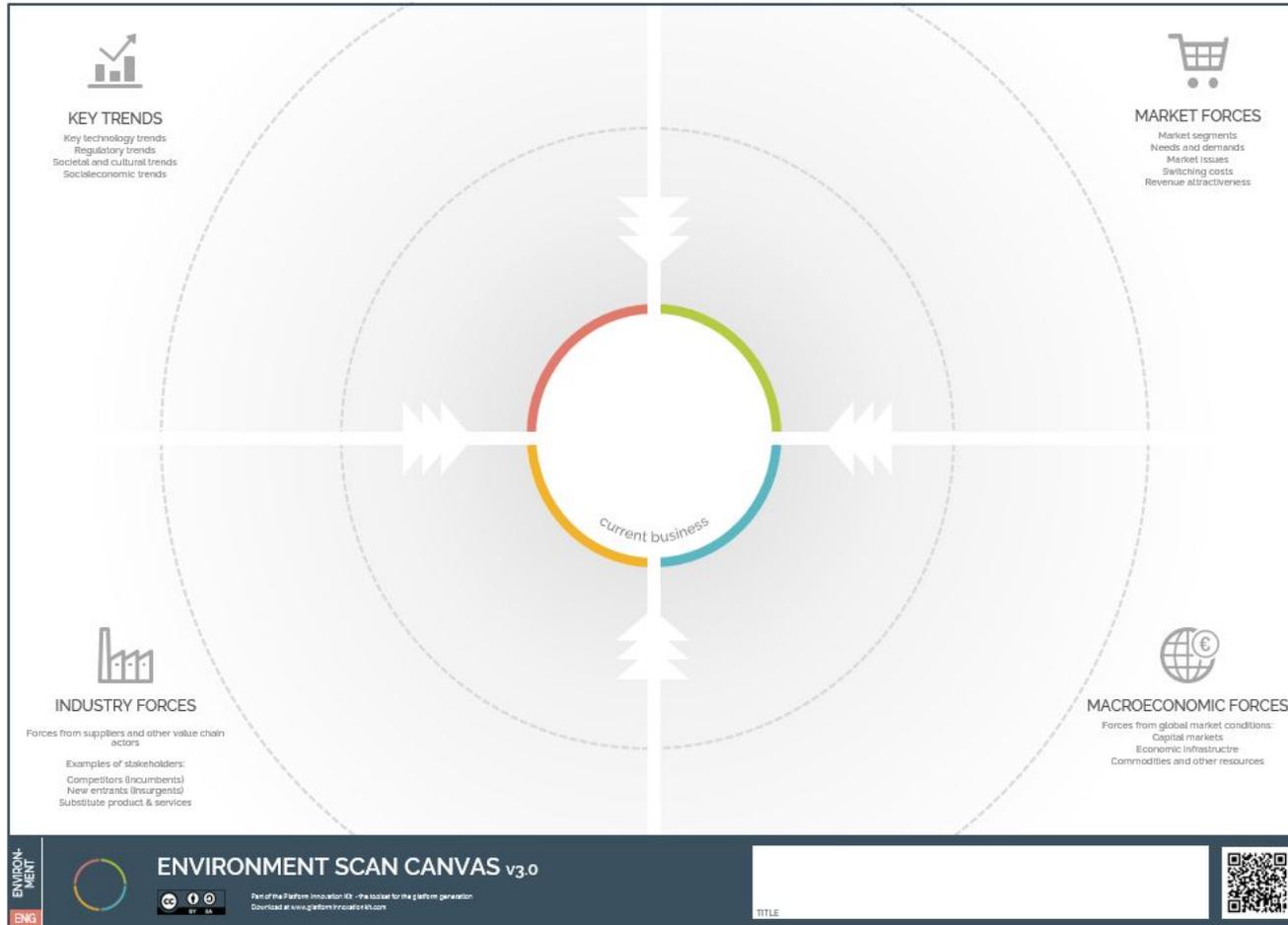


**Part one**  
**Exploration**  
& Innovation Tools



# Environment Scan Canvas

## Purpose & How-to



### PURPOSE

The environment scan helps you to analyze and understand what is happening around you - to identify opportunities and risks.

By mapping results from research and studies the canvas will support deeper discussion with your innovation peers to build a common understanding.

### HOW TO

1. Define the current business you want to disrupt – could be your own or the the business of someone else -> put it into the middle
2. Collect and analyze different sources for trends, market developments, competitors, analyst opinions, etc. related to your platform
3. Discuss the collected information and highlight the most important -> condense them into clear statements
4. Map the statements on the canvas into the four areas to build a common picture

**Best Practice:**  
Pin the most important statements closer to the middle and the less important more on the outside



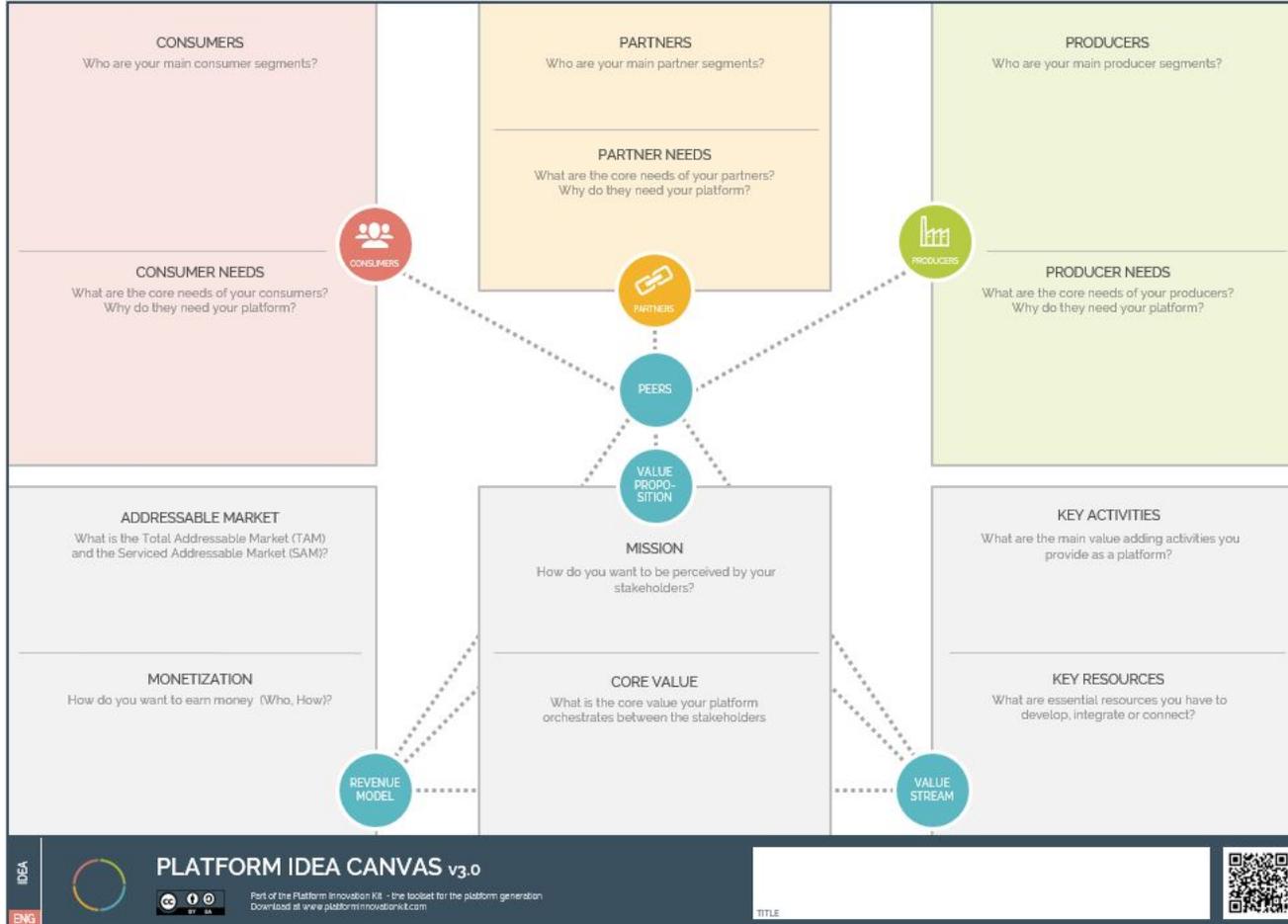
# Environment Scan Canvas





# Platform Idea Canvas

## Purpose & How-to



### PURPOSE

The Ideation Canvas helps you to scribble a platform business idea on a one-pager. By filling all gaps you make sure, that you've taken all essential elements of an business model into account. You are able to quickly create an idea portfolio by running several iterations.

### HOW TO

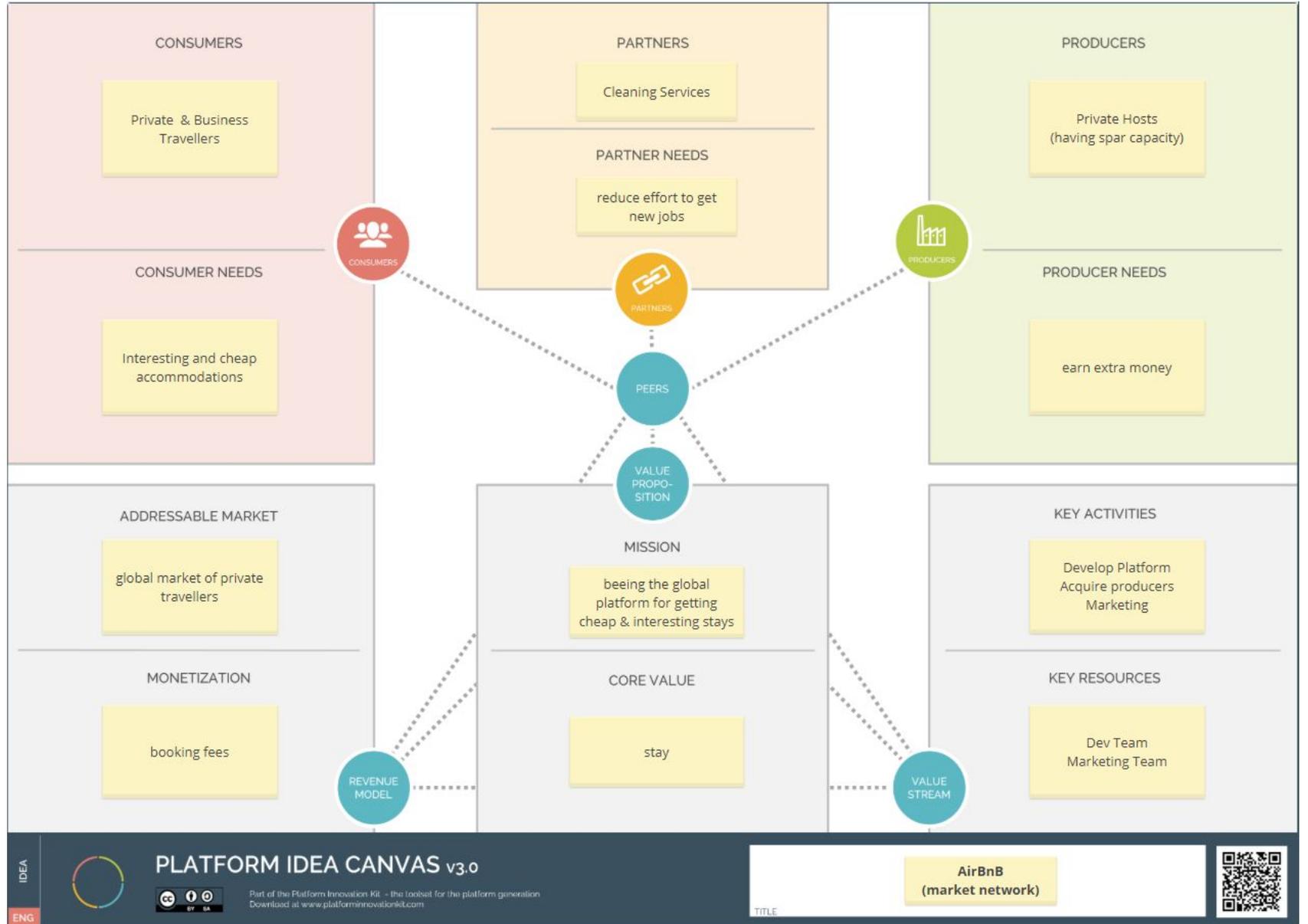
1. Fill in the gaps, starting with the "what" (value proposition).
2. Define all players (peers) on your platform.
3. Describe how you want to make money (revenue model) and the corresponding value stream.
4. Give your idea a catchy name.
5. Pitch your idea and clarify the understanding.

**Best Practice:**  
At this stage it is most important to generate as many ideas as possible. Try to pitch your idea in an elevator speech of 1 minute max by starting with the "what".



# Platform Idea Canvas

See online example



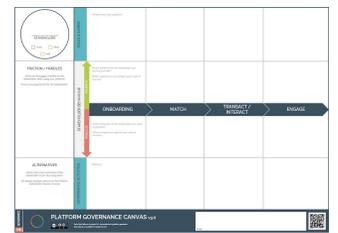


**Part two**  
**Business**  
Modeling Tools



# Platform Business Model Canvas

Dashboard and higher-level consolidation of Business Model Components



Governance



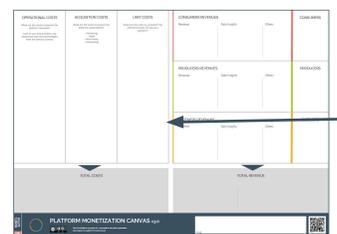
Services, Experience, Journey



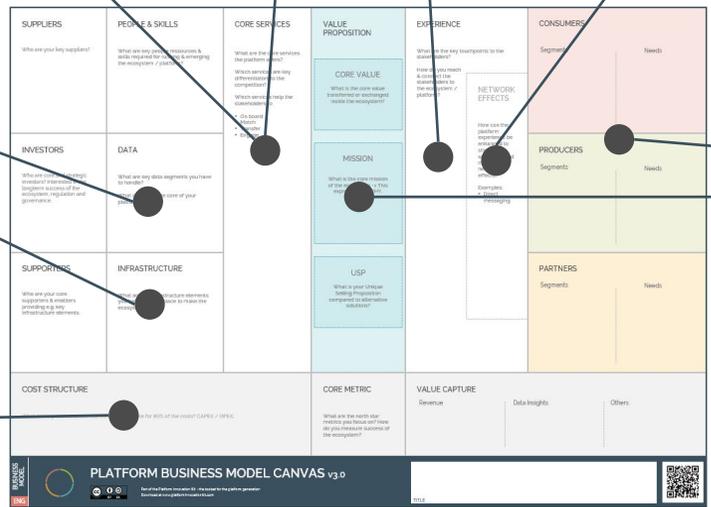
Network Effects



IT Architecture



Monetization & Business Case

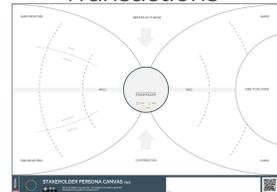


Your Dashboard

(Platform Business Model Canvas)



Mission, Core Value, Transactions

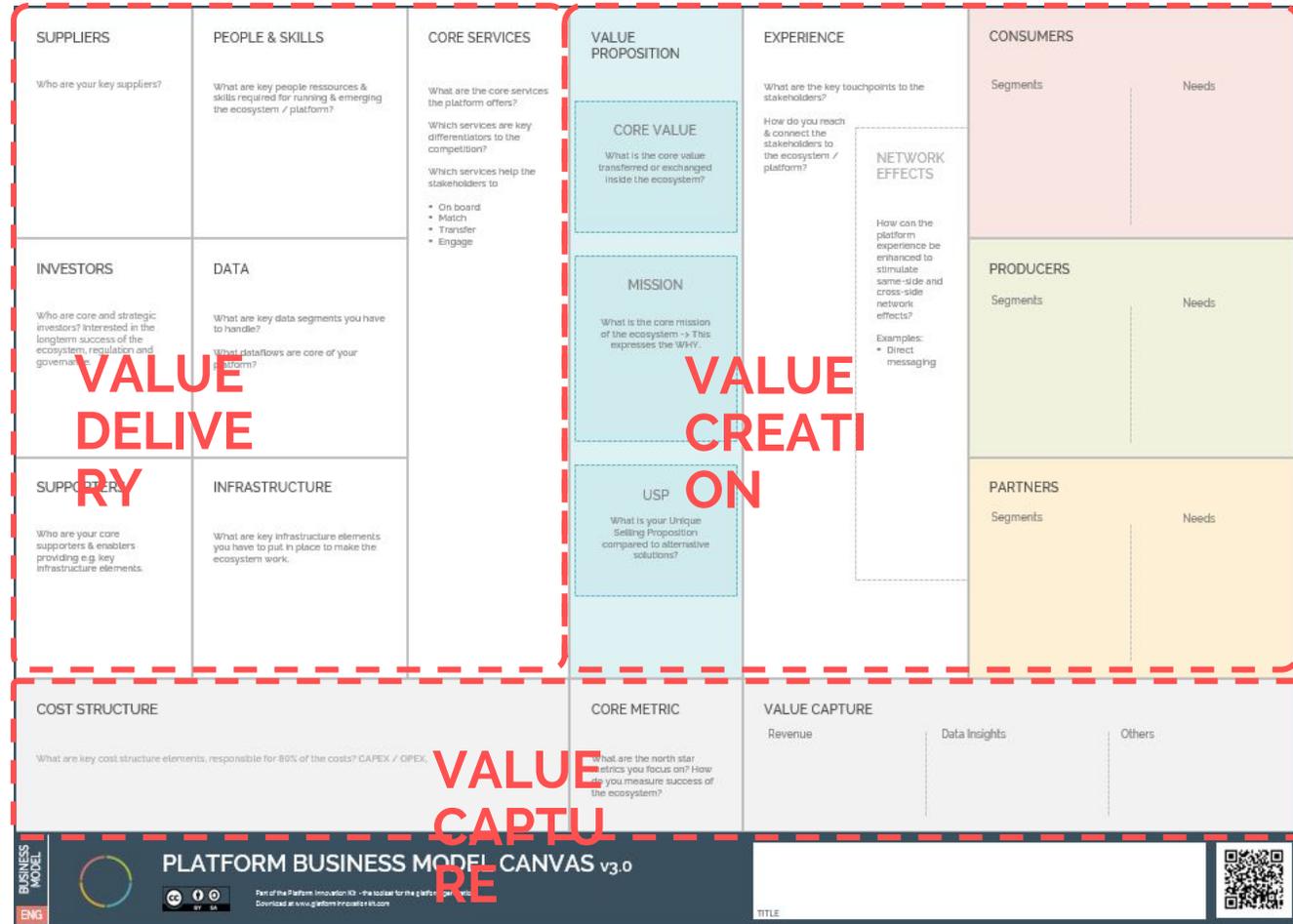


Stakeholder Personas



# Platform Business Model Canvas

## Purpose & How-to



**PURPOSE**

The Platform Business Model Canvas (PBMC) acts as your One-Page Dashboard.

A) it's a graphical overview of the core components of your business models

B) As a reference it mainly acts to track validation progress until you have a running business

**HOW TO**

The canvas consists of 3 main areas:

"Value Creation" is the front stage of your business model and describes how you create value for your customers, what are the touchpoints with your platform and which core network effects are in place.

"Value Delivery" is the backstage and describes how you deliver the value - what are core services of the platform and what kind of resources have to be in place.

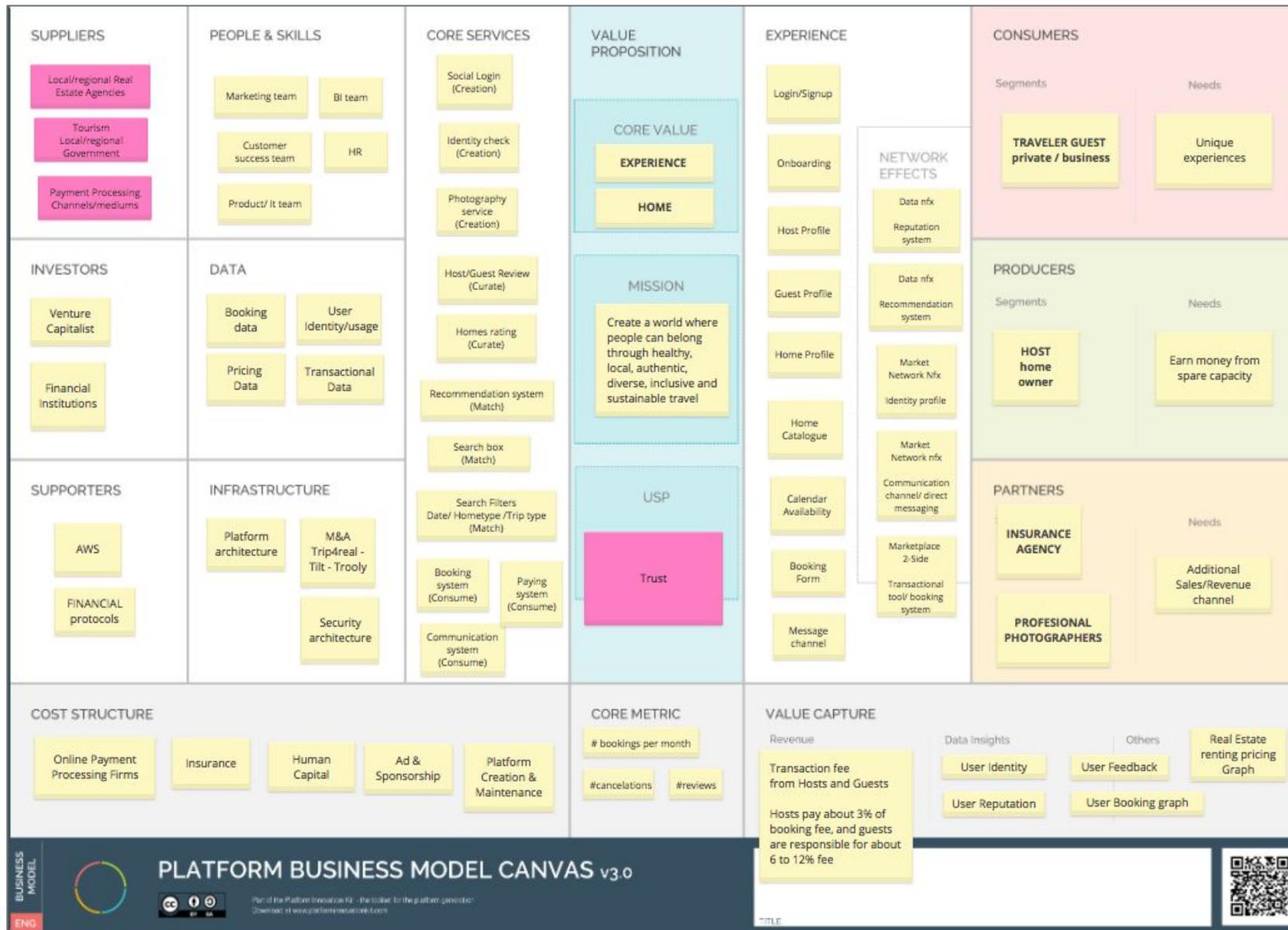
"Value Capture" describes how you make money. Revenue vs. Costs. And it defines the north star KPIs / metrics.

Best Practice: Always start on the right hand side - with the customers / core stakeholders of your platform business.



# Platform Business Model Canvas

See online example





# Platform Value Canvas

## Purpose & How-to



### PURPOSE

The Value Canvas helps you to define the core value proposition and business model of your platform. You understand the core motivation of every stakeholder to join the platform. And you design the inbound and outbound transactions incl. revenue streams.

### HOW TO

1. Define the core element & mission of your platform.
2. Define the key stakeholders
3. Define the value propositions
4. Define the inbound / outbound transactions

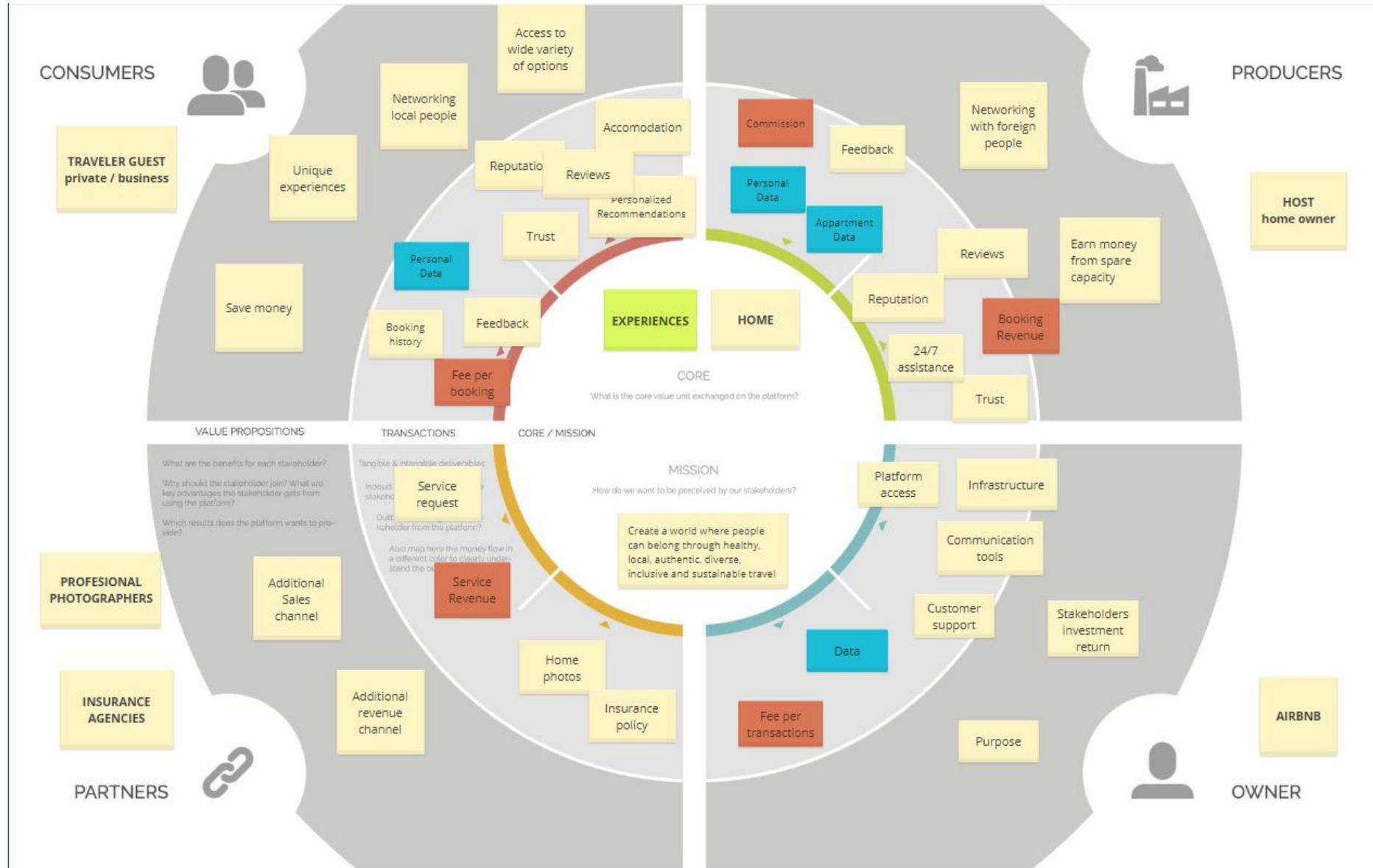
**Best Practice:**  
 Concentrate on the value proposition for each stakeholder segment. It's important that you get this right, because your platform needs to serve multiple segments at the same time.

If necessary do a deep dive with the "Stakeholder Persona Canvas".



# Platform Value Canvas

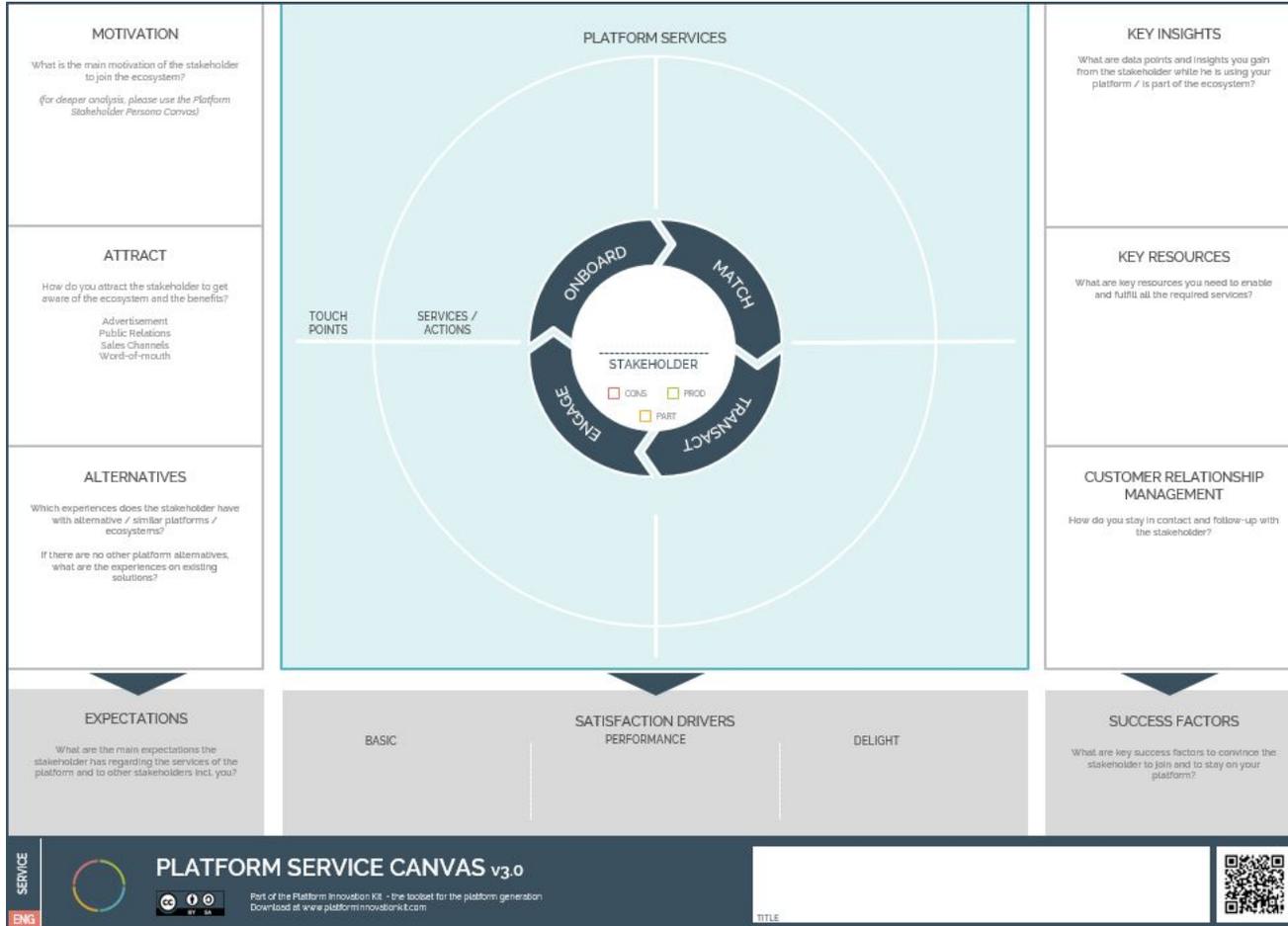
See online example





# Platform Service Canvas

## Purpose & How-to



### PURPOSE

The Service Canvas helps you to design the core services you have to provide to allow a seamless / frictionless match-making, transaction and engagement of and between the stakeholders.

It is a perfect combination of journey mapping and service design.

### HOW TO

For each Stakeholder use a separate Service Canvas.

1. Define the stakeholder in the inner circle
2. Start on the left-hand-side to define the motivation, how you attract them and the current alternatives. Helping you to understand potential expectations.
3. The middle part defines the touchpoints with your platform and the relevant core services.
4. Satisfaction drivers allow you to understand the importance and the USPs of your platform
5. At the right-hand-side you describe important insights you gain, necessary key resources and how you stay in contact with the stakeholder.
6. Last step is to define the success factors



# Platform Service Canvas

See online example





# Network Effects Canvas

## Purpose & How-to

		RELATIONSHIP					PLATFORM			
		CONSUMER	RELEVANCE	VALUE PROP.	VALUE UNIT	VALUE PROP.	RELEVANCE	PRODUCER	RELEVANCE	STIMULATION ACTIVITIES
CROSS-SIDE			HIGH MED LOW				HIGH MED LOW		HIGH MED LOW	
			HIGH MED LOW				HIGH MED LOW		HIGH MED LOW	
			HIGH MED LOW				HIGH MED LOW		HIGH MED LOW	
CORE RELATIONSHIP			HIGH MED LOW				HIGH MED LOW		HIGH MED LOW	
			HIGH MED LOW				HIGH MED LOW		HIGH MED LOW	
SAME-SIDE			HIGH MED LOW				HIGH MED LOW		HIGH MED LOW	
			HIGH MED LOW				HIGH MED LOW		HIGH MED LOW	
			HIGH MED LOW				HIGH MED LOW		HIGH MED LOW	

**PURPOSE**

The Network Effects Canvas is used for detailed **modelling of ecosystem relationships**. The breakdown of each relationship into value unit, value proposition and relevance of the relationship for the respective stakeholder - together with the subdivision into same-side and cross-side effects - creates clarity about all significant interactions in the ecosystem.

**HOW TO**

Identify the **core relationship** first. This is currently responsible for the major part of the ecosystem's value creation. When mapping this relationship, start by naming the stakeholders (consumer and producer) and defining the core value unit. Then add the respective value proposition and assess the relevance of the core relationship for the respective stakeholder.

Now proceed in the same way with the other relationships. Pay attention to the subdivision into **cross-side and same-side network effects**.

Finally, evaluate the relationships from the **perspective of the moderator** of the platform or ecosystem. First assess the relevance of the respective relationship for the platform or ecosystem. Then collect starting points to strengthen the particular relationship.

NFX ENG

**NETWORK EFFECTS CANVAS v3.0**

Part of the Platform Innovation Kit - the tool for the platform generation  
Download at [www.platforminnovationkit.com](http://www.platforminnovationkit.com)

TITLE



# Network effect Canvas

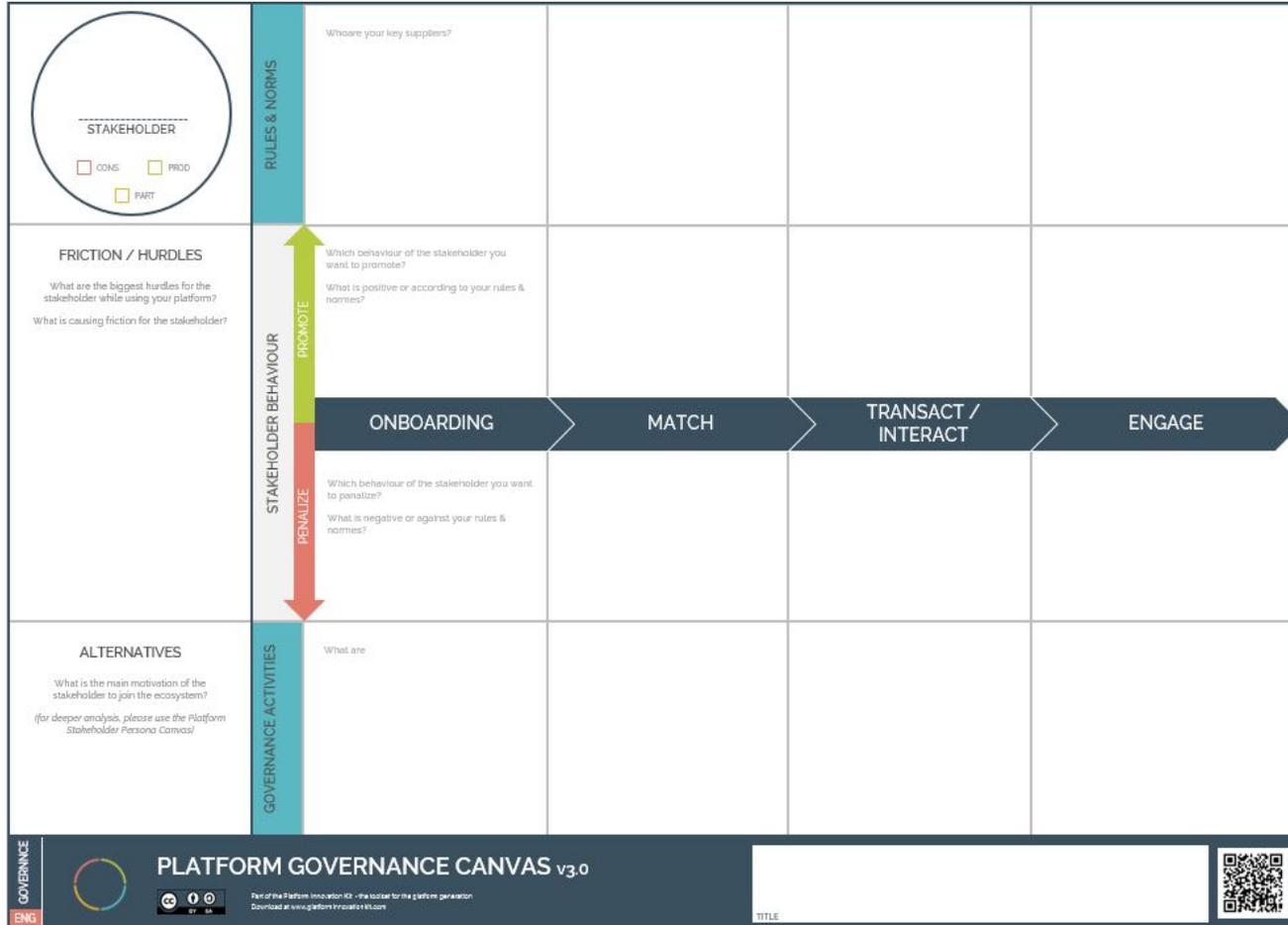
See online example

		RELATIONSHIP					PLATFORM			
		CONSUMER	RELEVANCE	VALUE PROP.	VALUE UNIT	VALUE PROP.	RELEVANCE	PRODUCER	RELEVANCE	STIMULATION ACTIVITIES
CROSS-SIDE			<input type="checkbox"/> HIGH <input type="checkbox"/> MID <input type="checkbox"/> LOW				<input type="checkbox"/> HIGH <input type="checkbox"/> MID <input type="checkbox"/> LOW		<input type="checkbox"/> HIGH <input type="checkbox"/> MID <input type="checkbox"/> LOW	
	Host		<input type="checkbox"/> HIGH <input checked="" type="checkbox"/> MID <input type="checkbox"/> LOW	Advertising for more bookings	Photos	Turnover without own sale	<input type="checkbox"/> HIGH <input checked="" type="checkbox"/> MID <input type="checkbox"/> LOW	Photographer	<input type="checkbox"/> HIGH <input type="checkbox"/> MID <input type="checkbox"/> LOW	
	Host		<input type="checkbox"/> HIGH <input type="checkbox"/> MID <input checked="" type="checkbox"/> LOW	Save time	Cleaning service	Turnover without own sale	<input type="checkbox"/> HIGH <input checked="" type="checkbox"/> MID <input type="checkbox"/> LOW	Cleaning service provider	<input type="checkbox"/> HIGH <input type="checkbox"/> MID <input checked="" type="checkbox"/> LOW	Building a intelligent algorithm to match cleaning ressources with specific need
CORE RELATIONSHIP	Private travellers		<input type="checkbox"/> HIGH <input checked="" type="checkbox"/> MID <input type="checkbox"/> LOW	Save payment around the world	Payment service for a transaction	Turnover without own sale	<input type="checkbox"/> HIGH <input checked="" type="checkbox"/> MID <input type="checkbox"/> LOW	Payment provider	<input checked="" type="checkbox"/> HIGH <input type="checkbox"/> MID <input type="checkbox"/> LOW	Building a convenient payment process including external payment provider
	Private travellers		<input checked="" type="checkbox"/> HIGH <input type="checkbox"/> MID <input type="checkbox"/> LOW	Wide variety of options Stay in regions where no hotels Save money	Accommodation possibility	Earn extra money Less stress with legal graves Get in contact with cool people	<input checked="" type="checkbox"/> HIGH <input type="checkbox"/> MID <input type="checkbox"/> LOW	Host	<input checked="" type="checkbox"/> HIGH <input type="checkbox"/> MID <input type="checkbox"/> LOW	Advertisement in B2C market Improve customer journey
	Private travellers		<input checked="" type="checkbox"/> HIGH <input type="checkbox"/> MID <input type="checkbox"/> LOW	Select trustful accomodation	Rating of accomodations	Support favourite accomodations	<input type="checkbox"/> HIGH <input type="checkbox"/> MID <input checked="" type="checkbox"/> LOW	Private travellers	<input checked="" type="checkbox"/> HIGH <input type="checkbox"/> MID <input type="checkbox"/> LOW	Creation of an incentive system for ratings (e.g. discount on the next booking)
SAME-SIDE			<input type="checkbox"/> HIGH <input type="checkbox"/> MID <input type="checkbox"/> LOW				<input type="checkbox"/> HIGH <input type="checkbox"/> MID <input type="checkbox"/> LOW		<input type="checkbox"/> HIGH <input type="checkbox"/> MID <input type="checkbox"/> LOW	
			<input type="checkbox"/> HIGH <input type="checkbox"/> MID <input type="checkbox"/> LOW				<input type="checkbox"/> HIGH <input type="checkbox"/> MID <input type="checkbox"/> LOW		<input type="checkbox"/> HIGH <input type="checkbox"/> MID <input type="checkbox"/> LOW	
			<input type="checkbox"/> HIGH <input type="checkbox"/> MID <input type="checkbox"/> LOW				<input type="checkbox"/> HIGH <input type="checkbox"/> MID <input type="checkbox"/> LOW		<input type="checkbox"/> HIGH <input type="checkbox"/> MID <input type="checkbox"/> LOW	



# Platform Governance Canvas

## Purpose & How-to



**PURPOSE**

Building the right governance is key for platforms to promote or penalise good or bad behaviour.

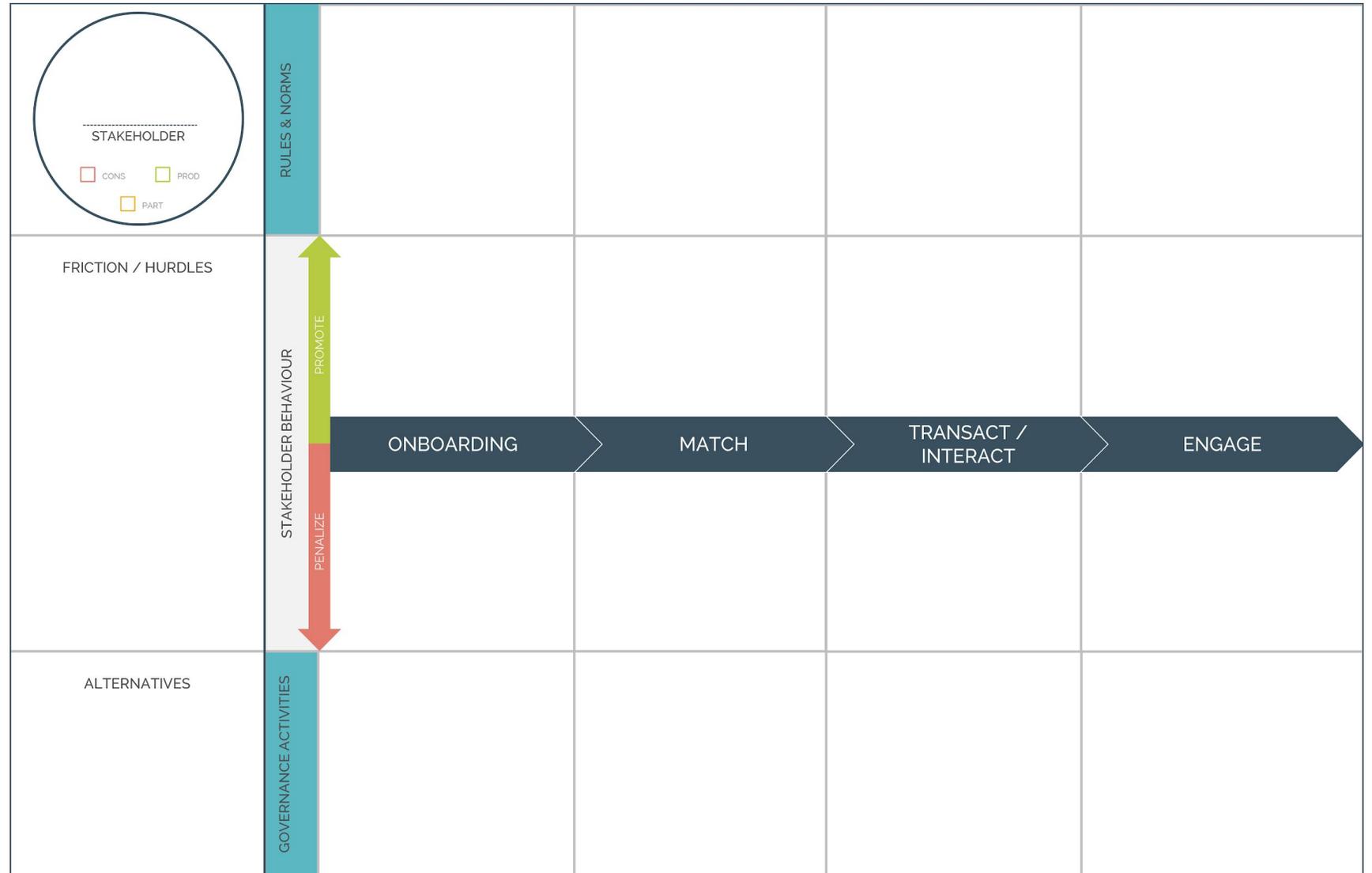
This canvas helps you to define the rules & norms for each step in the core process. It also helps to understand the necessary governance activities you have to perform.

- HOW TO**
1. Define the stakeholder you want to cover
  2. Put yourself into the shoes of the stakeholder and describe the current friction your platform provides and how you as the stakeholder would try to avoid them (e.g. to pay a fee).
  3. Describe the good and bad behaviour you see in each step of the process.
  4. Define necessary rules & norms to promote or penalise the behaviour.
  5. Describe relevant governance activities to enforce the rules.



# Governance Value Canvas

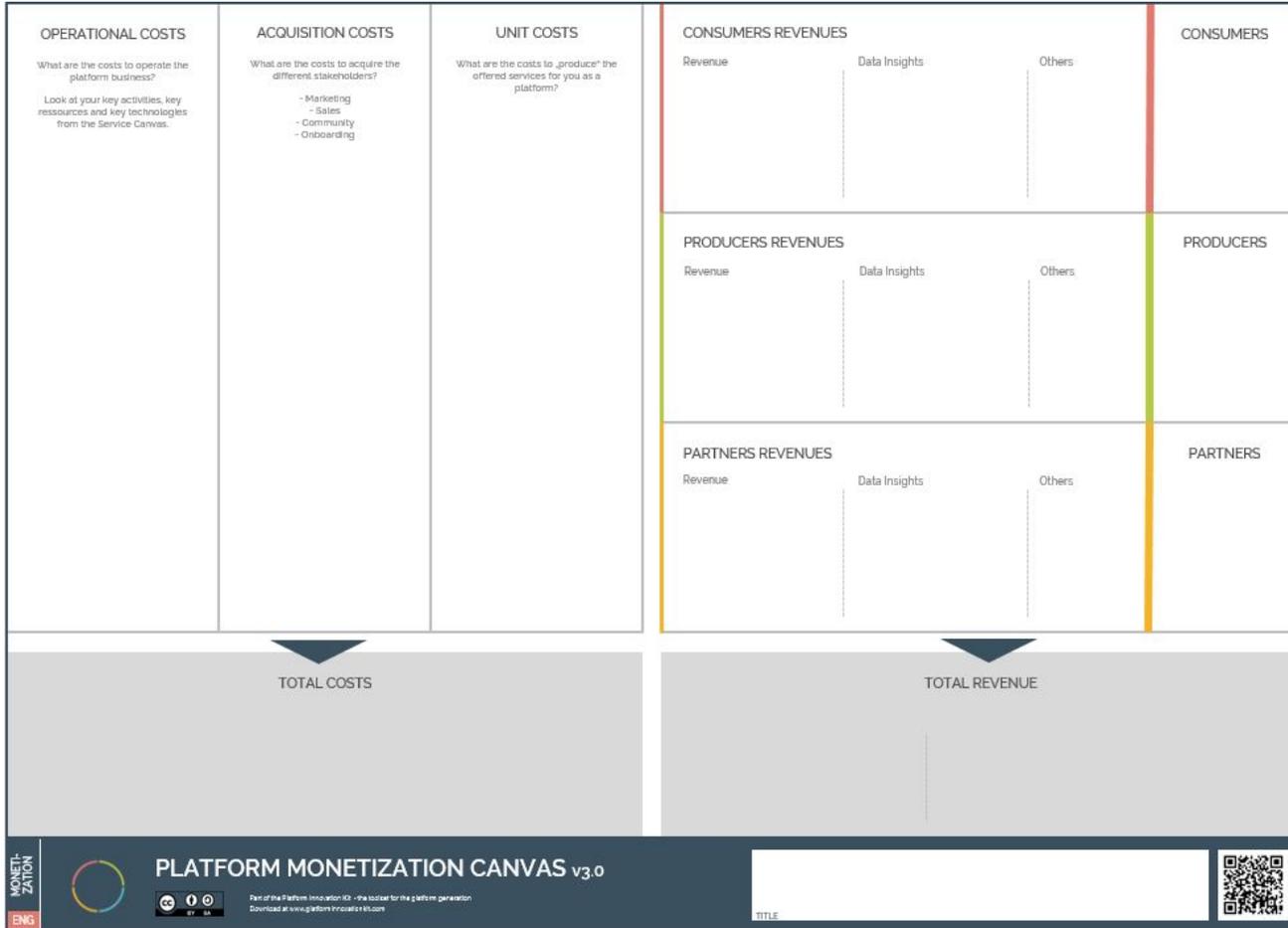
See online example





# Monetization Canvas

## Purpose & How-to



**PURPOSE**

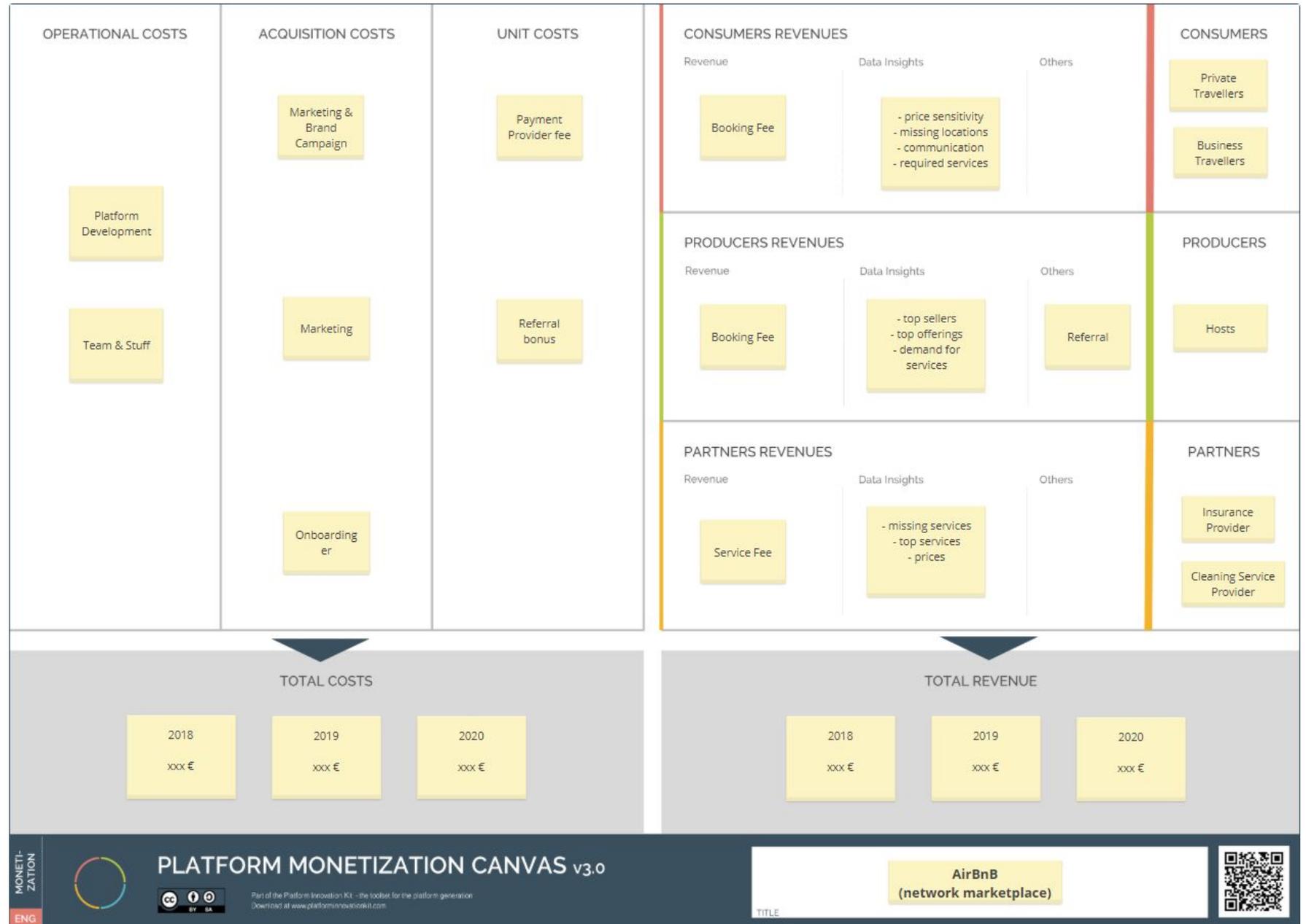
The Monetization Canvas helps you to build a solid business case for your platform business by looking in detail to your revenue streams and your cost structure.

- HOW TO**
- Revenues:
1. List your stakeholders
  2. Define a timeframe you want to consider (e.g. next 3-5 years)
  3. Define the revenue streams for each stakeholder segment incl. your monetization model
  4. Sum up all revenues
- Costs
1. Define the costs for acquiring the stakeholders
  2. Define the variable unit costs – e.g. how much each transaction will cost you
  3. Define the operational costs – what it costs to run the platform business
  4. Sum up all costs



# Platform Monetization Canvas

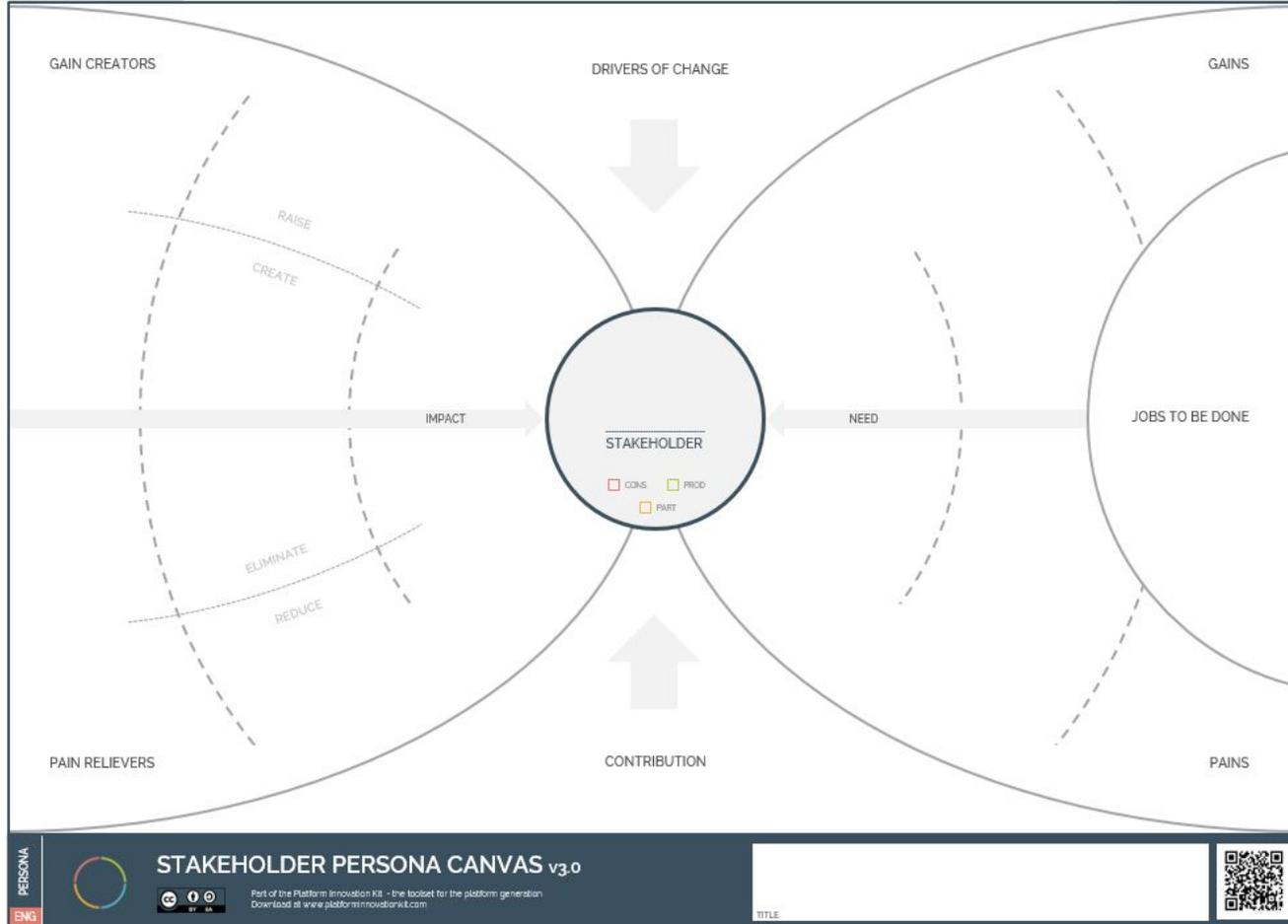
See online example





# Stakeholder Persona Canvas

## Purpose & How-to



### PURPOSE

The Stakeholder Persona helps you to understand the needs of your stakeholders and to discover opportunities or gaps in your offerings. This ensures fact based decision making and to focus on the major needs of your customers.

### HOW TO

For each Stakeholder use a separate Persona Canvas.

1. Start with the right-hand side and define the "jobs-to-be-done" of the stakeholder.
2. Describe the gains (goals) and pains (friction) he currently has. The closer you put them to the centre the more important they are.
3. List the offerings of your platform and put them closer to the circle the better they match to the needs.

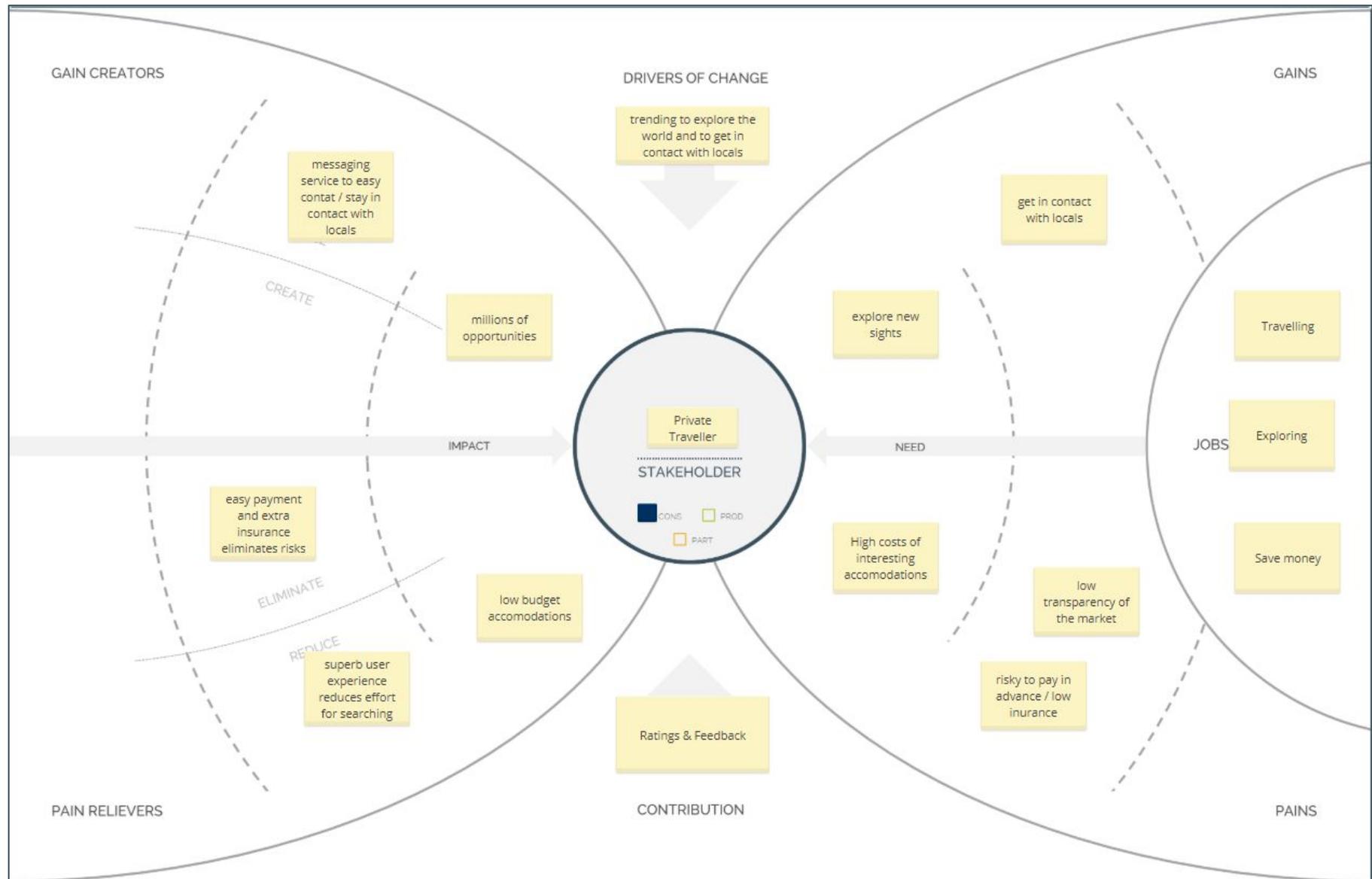
"Drivers of change" are more important for companies / organisations than private consumers. Describing the pressure they face in the current situation.

"Contribution" defines the values the stakeholder could bring to the platform. Maybe those assets can be utilized by the platform owner.



# Stakeholder Persona Canvas

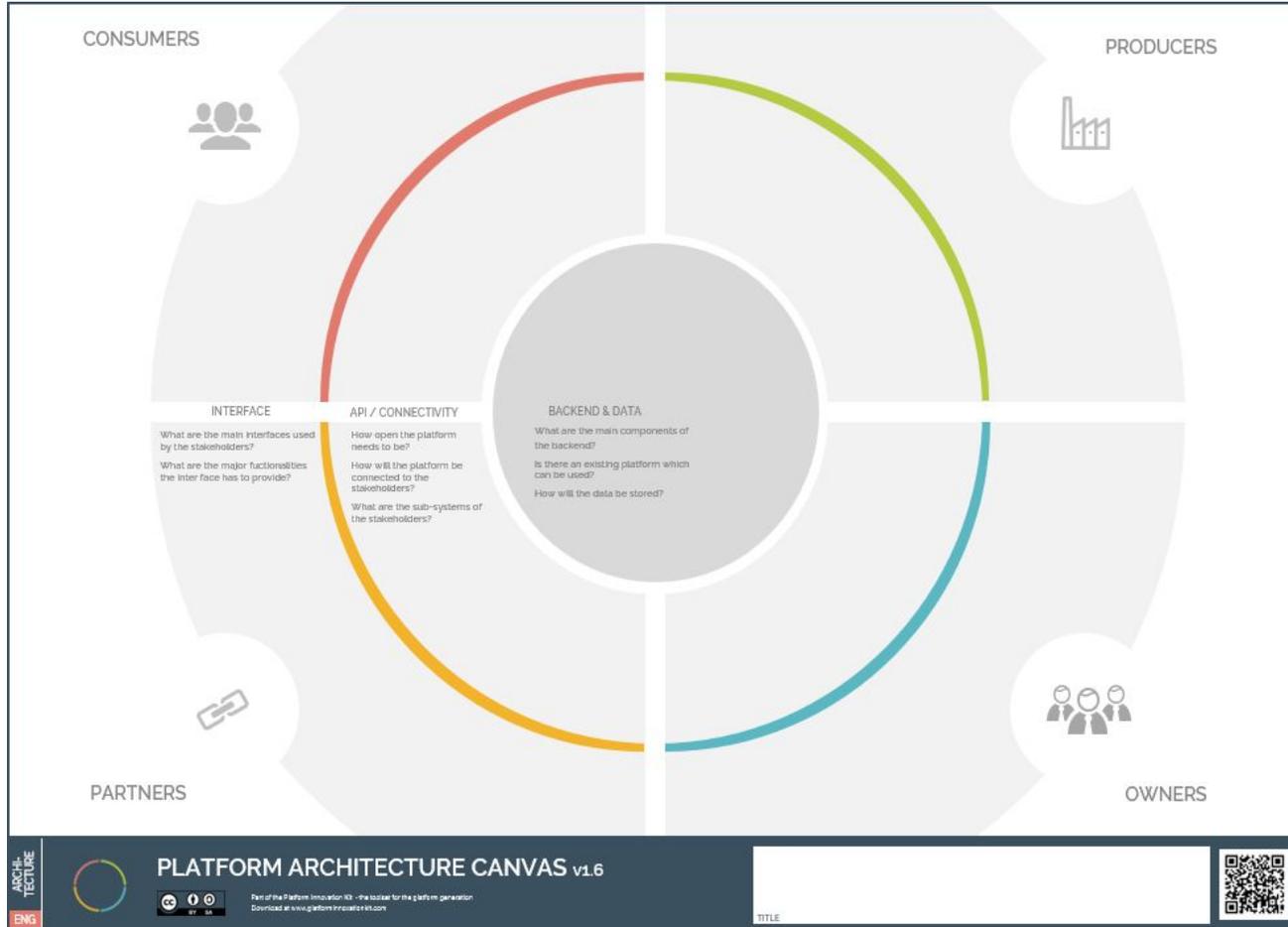
See online example





# IT Architecture Canvas

## Purpose & How-to



### PURPOSE

The Architecture Canvas helps you to design and understand the IT architecture / infrastructure from frontend to backend. Especially as a multi-sided model you will often face the need for different architecture components on producers and consumers side.

### HOW TO

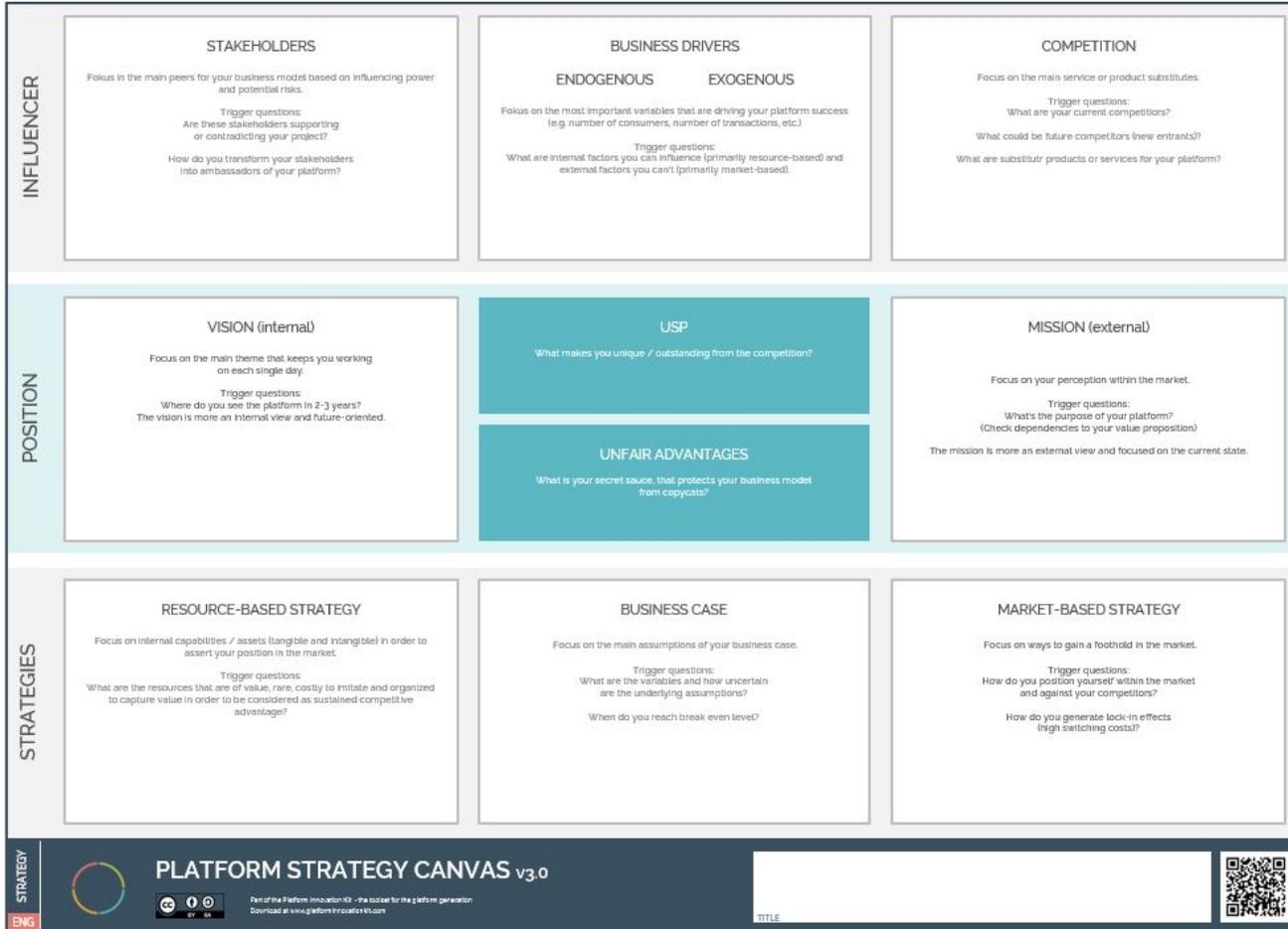
1. List your stakeholders from the value canvas.
2. Define needed / required interfaces for each stakeholder segment
3. Define the connection between interfaces and core system
4. Define the core elements of your backend and data structure





# Strategy Canvas

## Purpose & How-to



**PURPOSE**

The Strategy Canvas helps you to define the playground when turning your idea into reality. It consolidates some of the core understandings and adds strategic aspects like go-to-market strategy, positioning against stakeholders and a business case.

**HOW TO**

1. Work from right to left
2. Start by defining your future position (middle layer).
3. Collect all major influencing factors (top layer).
4. Outline your key strategies (bottom layer).

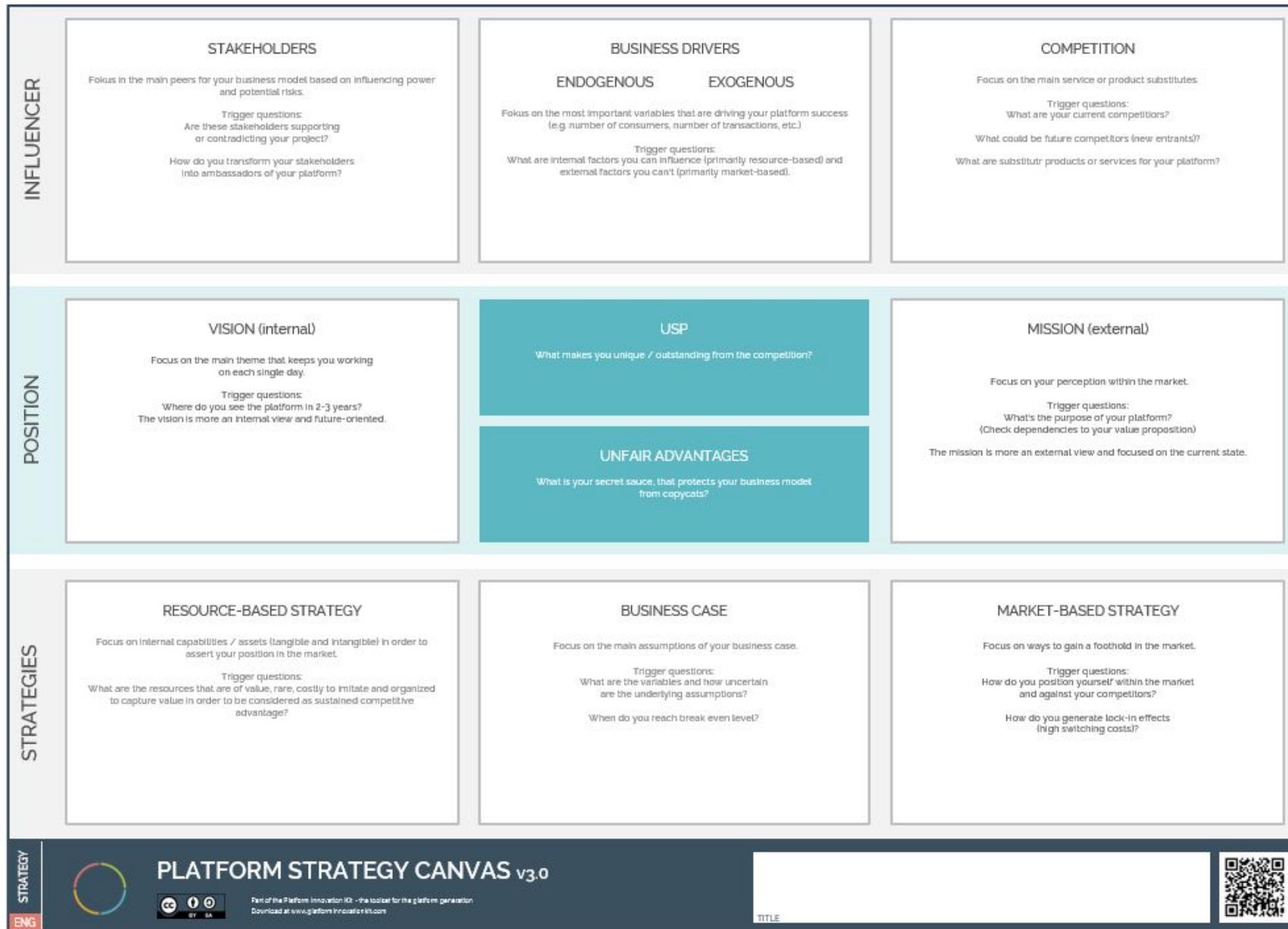
**Best Practice:**  
Challenge your statements continuously and check interdependencies.

If needed, use the **Monetization Canvas** for a business case deep dive.



# Platform Strategy Canvas

See online example





## Assessment

Our process uses large, graphic templates to step teams through the development of digital platforms & ecosystems focused on every important component of modern business models.



# Platform Assessment (light)

## Purpose & How-to

SUCCESS CRITERIA	STRENGTH / WEAKNESSES	SCORING	IMPROVEMENTS
<b>VALUE CREATION</b>			
<b>ECOSYSTEM EXPLORATION</b> Do you have your ecosystem on a regular basis and measure progress for a number of areas along needs for innovation at this stage?		○ ○ ○ ○ ○	
<b>RELEVANT VALUE PROPOSITION</b> Do you have a relevant Value Proposition Canvas which clearly reflects the needs of users, potential benefits, channels, revenue streams and cost structure?		○ ○ ○ ○ ○	
<b>ACTIVE RELATIONSHIPS</b> Do you have a network of relationships between stakeholders? Do you enable the same exchange and co-creation of value?		○ ○ ○ ○ ○	
<b>STRENGTH NETWORK EFFECTS</b> Do you have a network of relationships between stakeholders and co-creation of value?		○ ○ ○ ○ ○	
<b>ACTIVE PARTNERS</b> Do you have active partners in your ecosystem to provide key services / value?		○ ○ ○ ○ ○	
<b>ACTIVE COMMUNITY</b> Do you have an active community, which can be mobilized to provide key services / value?		○ ○ ○ ○ ○	
<b>VALUE DELIVERY</b>			
<b>ATTRACTION / ACCESS CONTROL</b> How good are you at attracting and retaining users to your platform and are you able to manage access of the right segments?		○ ○ ○ ○ ○	
<b>CURATION MODEL</b> Do you have an effective curation management in a number of segments and related models to support?		○ ○ ○ ○ ○	
<b>EFFECTIVE MATCHMAKING</b> Do you have an effective match-making in a number of segments and related models to support?		○ ○ ○ ○ ○	
<b>TRANSACTIONS</b> Do you have an effective transaction model in a number of segments and related models to support?		○ ○ ○ ○ ○	
<b>VALUE CAPTURE</b>			
<b>SIMPLICITY / USER EXPERIENCE</b> Do you regularly collect and improve the user experience of the platform and are you able to improve it at the needed level?		○ ○ ○ ○ ○	
<b>DATA INSIGHTS / CUSTOMIZATION</b> Do you have an effective data insights and customization in a number of segments and related models to support?		○ ○ ○ ○ ○	
<b>GOVERNANCE / BEHAVIOUR DESIGN</b> Do you have an effective governance and behaviour design in a number of segments and related models to support?		○ ○ ○ ○ ○	
<b>TRUST BUILDING</b> Do you have an effective trust building in a number of segments and related models to support?		○ ○ ○ ○ ○	
<b>LEARNING ORGANIZATION</b> How good are you at learning and improving your platform and are you able to improve it at the needed level?		○ ○ ○ ○ ○	
<b>PLUGS &amp; PLAY INFRASTRUCTURE</b> Do you have an effective plugs & play infrastructure in a number of segments and related models to support?		○ ○ ○ ○ ○	
<b>STRATEGY &amp; FOCUS</b> Do you regularly define and update your platform strategy? Do you have a clear focus on the right segments for your strategy?		○ ○ ○ ○ ○	
<b>METRICS &amp; MONETIZATION</b> Do you have an effective metrics and monetization in a number of segments and related models to support?		○ ○ ○ ○ ○	
<b>ENTREPRENEURIAL INDEPENDENCE</b> Do you have an effective entrepreneurial independence in a number of segments and related models to support?		○ ○ ○ ○ ○	
<b>RISKS &amp; COMPETITION</b> Do you have an effective risks and competition in a number of segments and related models to support?		○ ○ ○ ○ ○	

**PURPOSE**

Enable platform teams to perform a quick assessment of the business against proven success criteria.

You understand the strength and weaknesses of your platform and easily define improvements for the right focus areas.

**HOW TO**

- Compile a diverse team of managers, employees and stakeholders
- Use the light Assessment in a workshop to evaluate your strength & weaknesses
- Score 1 to 5 -> 5 means best / fully agree, 1 means weak / no agreement.
- Define your focus areas, depending on your strategic directions
- Define together improvement actions

**Advanced**

If you need a deeper understanding and support for defining the right improvements, we also provide a

**Full Platform Assessment.**

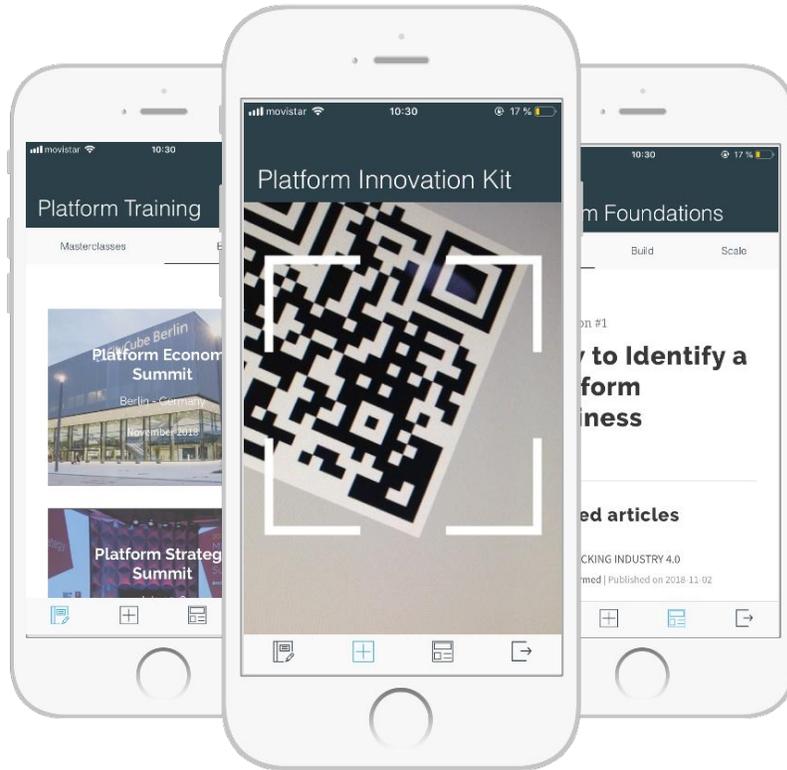
This is a 2-day audit where we conduct interviews and a 1-day workshop to discuss, align and build improvements.

Contact us for more information.



# Interactive User-Guide

The official "Platform Innovation Kit" App



DOWNLOAD NOW

## USER GUIDE

Just scan the barcode from the canvas with the app to get access to our digital user-guide. This guide will be updated and ensures that you will have the best guidance whenever you need it.

## CHATBOT

Our User-Guide becomes interactive and we will provide the first chatbot enabled assistant for platform innovation.

When you scan a barcode of a chatbot enabled canvas you will be prompted to ask questions. It's really cool ☺

## FOUNDATIONS

For each practitioner it's important to stay up-to-date. In the "Foundations" section of the app you will find curated content / latest news from top sources around the globe.

The interactive user-guide is a "beta" release. Please help us to improve it by sending feedback to [app@platforminnovationkit.com](mailto:app@platforminnovationkit.com)

# Meet our global expert community



## Platform Innovation Kit

We are a global expert community 100% dedicated to platform innovation.

Our Kit is published under creative commons license to allow practitioners around the world to contribute and continuously improve our methodology.

Feel free to contact us via our website or send us an email to [info@platforminnovationkit.com](mailto:info@platforminnovationkit.com).

Exclusive Partnership:

**FACTOR10**

Co-create a better future

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