SUPPLIERS

Who are your key suppliers for e.g. to develop your platform IT?

KEY PEOPLE & SKILLS

What are key people resources & skills required for running & emerging the ecosystem / platform?

INVESTORS

Who are core and strategic investors? Interested in the longterm success of the ecosystem, regulation and governance.

KEY DATA

What data is required to optimize user experience and enhance value proposition?

What data needs to be protected?

Which insights help you to differentiate?

SUPPORTERS

Who are your core supporters & enablers providing e.g. key infrastructure elements.

KEY INFRASTRUCTURE

What are key infrastructure elements you have to put in place to make the ecosystem work.

CORE SERVICES

What are the core services the platform offers?

Which services are key differentiators to the competition?

Which services help the users to

- Get onboarded
- For Matchmaking
- To exchange / transfer goods / services / money
- To stay engaged with your platform

VALUE PROPOSITION

MISSION

What is the core mission of the ecosystem -> This expresses the WHY.

CORE VALUE PROPOSITIONS

What is the core value transferred or exchanged inside the ecosystem?

USP

What is your Unique Selling Proposition compared to alternative solutions?

TOUCHPOINTS & EXPERIENCE

What are the key touchpoints of the users with your platform (online & offline)?

Are there IoT devices or other hardware interfaces / connections?

PARTNERS

CONSUMERS

Segments

Needs

CORE NETWORK EFFECTS

PRODUCERS

Segments

Needs

Segments

Needs

COST STRUCTURE

What are key activities & investments, responsible for 80% of the costs?

Others | Infrastructure | User Akquisition | Sales / Marketing

USER ACTIVATION METRIC

What is a good KPI to measure active users? What is a healthy KPI number?

VALUE CAPTURE

Monetization Strategies

SOM

The share and portion of the market that you can capture

SAM

The users you can actual serve and reach with your business

TAM

The entire potential market independently from your ability to reach and serve it

BUSINESS MODEL

ENG

PIK

PLATFORM BUSINESS MODEL v4.0

CC BY SA

Part of the Platform Innovation Kit - the toolset for the platform generation
Download at www.platforminnovationkit.com

TITLE

FOUNDERS LANE