

Platform Strategy: Designing for Humans and AI Agents

Live Online Sample Schedule

Day 1

8:00 AM - 10:00 AM EDT **What is a Platform? & Value Creation from Platforms**
Pierre Azoulay

10:00 AM - 10:15 AM EDT **Break**

10:15 AM - 12:00 PM EDT **Coring a Platform**
Pierre Azoulay

Day 2

8:00 AM - 9:30 AM EDT **Seeding a Platform**
Pierre Azoulay

9:30 AM - 9:45 AM EDT **Break**

9:45 AM - 12:00 PM EDT **Interviewing.io**
Pierre Azoulay

Day 3

8:00 AM - 9:30 AM EDT **Extracting Value from Platforms**
Pierre Azoulay

9:30 AM - 9:45 AM EDT **Break**

9:45 AM - 12:00 PM EDT **Platformizing a Product: When and How**
Pierre Azoulay

Day 4

8:00 AM - 10:00 AM EDT

AI Agents as Platform Participants: New Value, New Frictions

John J. Horton

10:00 AM - 10:15 AM EDT

Break

10:15 AM - 11:45 AM EDT

Governing Platforms Where Humans and Agents Coexist

John J. Horton

11:45 AM - 12:00 PM EDT

Executive Certificate Ceremony

Schedule subject to change