

Platform Strategy: Designing for Humans and AI Agents

Live Online Sample Schedule

Day 1

8:00 AM - 10:00 AM EST	What is a Platform? & Value Creation from Platforms Pierre Azoulay
10:00 AM - 10:15 AM EST	Break
10:15 AM - 12:00 PM EST	Coring a Platform Pierre Azoulay

Day 2

8:00 AM - 9:30 AM EST	Seeding a Platform Pierre Azoulay
9:30 AM - 9:45 AM EST	Break
9:45 AM - 12:00 PM EST	Interviewing.io (Part 1) Pierre Azoulay

Day 3

8:00 AM - 9:30 AM EST	Extracting Value from Platforms: Equilibrium, Enticement, and Evolution Pierre Azoulay
9:30 AM - 9:45 AM EST	Break
9:45 AM - 12:00 PM EST	Platform Leakage & Pricing Dilemmas Pierre Azoulay

Day 4

8:00 AM - 10:00 AM EST

AI Agents as Platform Participants: New Value, New Frictions

John J. Horton

10:00 AM - 10:15 AM EST	Break
10:15 AM - 10:30 AM EST	Executive Certificate Ceremony
10:30 AM - 11:45 AM EST	Governing Platforms Where Humans and Agents Coexist John J. Horton
11:45 AM - 12:00 PM EST	Program Wrap Up Pierre Azoulay

Schedule subject to change