



Platform Strategy: Building and Thriving in a Vibrant Ecosystem

Date: Oct 23-Nov 2, 2023

Location: Online and Sloan School of Management - Executive Education Suite - Room 164 - 1st Floor

Mon - October 23, 2023

8:00 AM - 10:00 AM EDT

Introduction & What is a Platform

Pierre Azoulay

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This session will be live online. Please use the Zoom link on the Welcome tab to join

Thu - October 26, 2023

8:00 AM - 8:30 AM EDT

Registration & Breakfast

8:30 AM - 10:15 AM EDT

Value Creation from Platforms

Pierre Azoulay

10:15 AM - 10:30 AM EDT

Break

10:30 AM - 12:00 PM EDT

Coring a Platform

Pierre Azoulay

12:00 PM - 1:00 PM EDT

Lunch

1:00 PM - 2:45 PM EDT

Seeding a Platform

Pierre Azoulay

2:45 PM - 3:00 PM EDT

Break

3:00 PM - 5:00 PM EDT

Akamai Case

Pierre Azoulay

5:00 PM - 6:00 PM EDT

Reception

Fri - October 27, 2023

8:00 AM - 8:30 AM EDT

Breakfast

8:30 AM - 10:00 AM EDT

Extracting Value from Platforms

Pierre Azoulay

10:00 AM - 10:15 AM EDT

Break

10:15 AM - 12:00 PM EDT

Extracting Value From Platforms, cont.

Pierre Azoulay

12:00 PM - 1:00 PM EDT

Lunch

1:00 PM - 2:30 PM EDT

Evolving Alongside a Platform

Pierre Azoulay

2:30 PM - 2:45 PM EDT

Break

2:45 PM - 4:00 PM EDT

Finding a Platform in Your Product

Pierre Azoulay

Thu - November 02, 2023

8:00 AM - 9:45 AM EDT

Organizing for Platform Innovation

Pierre Azoulay

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This session will be live online. Please use the Zoom link on the Welcome tab to join

9:45 AM - 10:00 AM EDT

Certificate Ceremony

Schedule subject to change



Platform Strategy: Building and Thriving in a Vibrant Ecosystem

Date: Nov 28-Dec 14

Location: Live Online

Day 1

8:00 AM - 10:00 AM EST

Introduction/What is a Platform

Pierre Azoulay

Day 2

8:00 AM - 10:00 AM EST

Value Creation from Platforms

Pierre Azoulay

Day 3

8:00 AM - 10:00 AM EST

Seeding a Platform

Catherine Tucker

Day 4

8:00 AM - 10:00 AM EST

Coring a Platform

Pierre Azoulay

Day 5

8:00 AM - 10:00 AM EST

Extracting Value from Platforms

Catherine Tucker

Day 6

8:00 AM - 10:00 AM EST

Extracting Value From Platforms, Pt. 2

Catherine Tucker

Day 7

8:00 AM - 10:00 AM EST

Akamai Case

Pierre Azoulay

Day 8

8:00 AM - 10:00 AM EST

Evolving Alonside a Platform

Catherine Tucker

Day 9

8:00 AM - 10:00 AM EST

Platformizing a Product

Pierre Azoulay

Day 10

8:00 AM - 11:00 AM EST

Project Report out and Course Wrap up

Pierre Azoulay, Catherine Tucker

****Optional faculty chats available for scheduling between Day 9&10****

Schedule subject to change