

**All times noted are in Eastern U.S. (Boston, MA) time zone**

**Week 1**

**DAY 1**

07:00am -09:00am Introduction/What is a Platform?

**DAY 2**

07:00am-09:00am Platform Coring

**DAY 3**

07:00am-09:00am Platform Coring

**DAY 4**

07:00am-09:00am Seeding a Platform

**DAY 5**

07:00am-09:00am Seeding a Platform

**Week 2**

**DAY 6**

07:00am-09:00am Monetization

**DAY 7**

07:00am-09:00am Monetization

**DAY 8**

07:00am-09:00am Ebooks

**DAY 9**

07:00am-09:00am Akamai case study and discussion

**DAY 10**

07:00am-09:00am Product Platforms

**Week 3**

**DAY 11**

06:00am-09:00am Projects Report-Outs, Course Wrap —What's Next?