



Platform Strategy: Building and Thriving in a Vibrant Ecosystem

Location: Online

Day 1

8:00 AM - 10:00 AM EST	Introduction/What is a Platform Pierre Azoulay
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Day 2

8:00 AM - 10:00 AM EST	Value Creation from Platforms Pierre Azoulay
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Day 3

8:00 AM - 10:00 AM EST	Seeding a Platform Catherine Tucker
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Day 4

8:00 AM - 10:00 AM EST	Coring a Platform Pierre Azoulay
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Day 5

8:00 AM - 10:00 AM EST	Extracting Value from Platforms Catherine Tucker
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Day 6

8:00 AM - 10:00 AM EST	Extracting Value From Platforms, Pt. 2 Catherine Tucker
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Day 7

8:00 AM - 10:00 AM EST	Akamai Case
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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