PLATFORM STRATEGY:
DESIGNING FOR HUMANS AND AI AGENTS

WHEN

Jun 15—18, 2026
Dec 8—11, 2026

PRICE
$4,900

WHERE

Live Online: Zoom

EXECUTIVE CERTIFICATE TRACK

Digital Business

Some of the most successful firms in the economy have adopted a digital platform model—an approach where two or more groups interact over a shared architecture to co-create value. Today, a new force is reshaping platform ecosystems: AI agents that can search, negotiate, and transact on behalf of users are beginning to operate as platform participants in their own right. This changes the strategic calculus for platform design, pricing, and governance in fundamental ways.

In *Platform Strategy: Designing for Humans and AI Agents*, you will learn the core logic of multi-sided platforms—how to design the interactions they enable, how to attract participants to both sides, and how to capture value without undermining the ecosystem. You will also learn how to anticipate and respond to the arrival of AI agents on your platform, whether as complements to human participants or substitutes for them. Using cases and tools drawn from economics, market design, and competitive strategy, the course prepares you to make the platform decisions that matter most: what interaction to enable, whom to attract first, what to charge, and how to govern an ecosystem where humans and AI agents coexist.

Please visit our website for the most current information.

executive.mit.edu/ps

MIT MANAGEMENT
EXECUTIVE EDUCATION

TAKEAWAYS

By the end of this course, participants should be able to:

- Identify the core interaction at the heart of a platform and distinguish platforms from products and services
- Describe the common evolution patterns of multi-sided platforms, including the sequential logic of coring, seeding, and tipping
- Design strategies to attract participants, defend against competitive attacks, and extract value without repelling your ecosystem
- Recognize how AI agents alter the search cost and transaction cost economics that underpin platform value
- Evaluate coring and governance decisions for platforms where human and AI participants coexist
- Describe the principles of platform pricing and how to design an effective pricing architecture

WHO SHOULD ATTEND

- Leaders of corporate strategy and business development
- Marketing executives
- Product and service development leaders
- R&D and innovation executives
- Heads of application development and content management

I strongly recommend this course to everyone who is interested in platforms.

The faculty engagement and the quality of the discussions with participants

from all over the world made this course so valuable for me.

OVERALL RATING | ★ ★ ★ ★   – Karl-Heinz R