

PLATFORM STRATEGY:

DESIGNING FOR HUMANS AND AI AGENTS



WHEN

Dec 8—11, 2026

PRICE

\$4,900

WHERE

Live Online: Zoom

EXECUTIVE CERTIFICATE TRACK

Digital Business

The most valuable companies of the last two decades produce almost none of what is bought and sold on them. What they do is design the interactions between two or more groups and capture part of the value those interactions create. Something new is now arriving on these platforms: AI agents.

Platform Strategy: Designing for Humans and AI Agents teaches the durable logic of multi-sided platforms as a structured playbook for design and decision-making — how platforms create value, to how they are “cored,” seeded, and monetized, through to how they must be governed as they scale, and how that logic shifts when agents join. Drawing on economics, market design, and competitive strategy, it prepares you to make the decisions that matter most: which interactions to enable, which side to attract first, what to charge, and how to govern a market where humans and agents do business side by side. AI runs through the whole program, and one of its four half-days is given over entirely to the agent era.

You will leave able to look at any platform — one you run, one you advise, or one you are about to compete with — and say where it is headed, and what to do about it.

Please visit our website for the most current information.

executive.mit.edu/ps

FACULTY*



Pierre Azoulay



John Horton

**Please note, faculty may be subject to change.*

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

CONTACT INFORMATION

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