Platform Strategy: Building and Thriving in a Vibrant Ecosystem
Sample Schedule – Live Online via Zoom

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

**Week 1**

**DAY 1**
8:00am - 9:30am  Introduction/What is a Platform?

**DAY 2**
8:00am - 10:30am  Value Creation from Platforms and Platform Coring

**DAY 3**
8:00am - 10:30am  Seeding a Platform and project discussion

**Week 2**

**DAY 4**
8:00am - 10:00am  Kickstarting a Platform

**DAY 5**
8:00am - 10:00am  Extracting Value from Platforms

**DAY 6**
8:00am - 10:00am  Akamai case and discussion

**DAY 7**
8:00am - 10:00am  Platformizing a Product: Why and How?

**Week 3**

**DAY 8**
8:00am - 10:30am  Projects Report-Outs, Course Wrap — What’s Next?