

Live Online via Zoom
All times noted are in Eastern U.S. timezone

All sessions taught by Bruce Cameron

DAY 1

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|----------------|--|
| 1:30 – 1:45 PM | Introduction – Achieving Competitive Advantage
<i>Bruce Cameron, Director, System Architecture Lab</i> |
| 1:45 – 3:00 PM | Module 1: Choosing the Right Platform Strategy |
| 3:00 – 3:15 PM | Flexible Break |
| 3:15 – 4:45 PM | Module 1: Choosing the Right Platform Strategy (contd.) |
| 4:45 – 5:30 PM | Module 2: Investing in the Platform |

Day 2

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| 1:30 – 2:45 PM | Module 2: Investing in the Platform (contd.) |
| 2:45 – 3:30 PM | Module 3: Designing the Technical Platform |
| 3:30 – 3:45 PM | Flexible Break |
| 3:45 – 4:45 PM | Module 3: Designing the Technical Platform (contd.) |
| 4:45 – 5:30 PM | Module 4: Organizing for Platform Development |

Day 3

- 1:30 – 2:00 PM **Reflection of Days 1 and 2**
- 2:00 – 3:15 PM **Module 4: Organizing for Platform Development (contd.)**
- 3:15 – 3:30 PM *Flexible Break*
- 3:30 – 5:30 PM **Module 5: Utilizing Essential Management Levers**

Day 4

- 1:30 – 2:00 PM **Reflection Days 1, 2, and 3**
- 2:00 – 3:30 PM **Module 6: From Product to Industry Platforms**
- 3:30– 3:45 PM *Flexible Break*
- 3:45 – 5:15 PM **Module 6: From Product to Industry Platforms (contd.)**
- 5:15 – 5:30 PM **Closing and Feedback**