

Platform Strategy: Building and Thriving in a Vibrant Ecosystem

In Person Sample Schedule

Day 1

8:00 AM - 8:30 AM EDT **Registration & Breakfast**

8:30 AM - 10:00 AM EDT **What is a Platform?**
Catherine Tucker

10:00 AM - 10:15 AM EDT **Break**

10:15 AM - 12:15 PM EDT **Seeding a Platform**
Catherine Tucker

12:15 PM - 1:15 PM EDT **Lunch**

1:15 PM - 2:45 PM EDT **Extracting Value from Platforms**
Catherine Tucker

2:45 PM - 3:00 PM EDT **Break**

3:00 PM - 5:00 PM EDT **Extracting Value From Platforms, Pt. 2**
Catherine Tucker

5:00 PM - 6:00 PM EDT **Reception**

Day 2

8:00 AM - 8:30 AM EDT **Breakfast**

8:30 AM - 10:00 AM EDT **Coring a Platform**
Pierre Azoulay

10:00 AM - 10:15 AM EDT **Break**

10:15 AM - 12:00 PM EDT

Finding a Platform in Your Product

Pierre Azoulay

12:00 PM - 1:00 PM EDT

Lunch

1:00 PM - 3:00 PM EDT

Interviewing.io

Pierre Azoulay



There will be a flexible break during this session

3:00 PM - 3:15 PM EDT

Break

Pierre Azoulay

3:15 PM - 4:30 PM EDT

Platformizing a product: When and How

Pierre Azoulay

Schedule subject to change