



Platform Strategy: Building and Thriving in a Vibrant Ecosystem

Date: Nov 28-Dec 14

Location: Live Online

Day 1

8:00 AM - 10:00 AM EST

Introduction/What is a Platform

Pierre Azoulay

Day 2

8:00 AM - 10:00 AM EST

Value Creation from Platforms

Pierre Azoulay

Day 3

8:00 AM - 10:00 AM EST

Seeding a Platform

Catherine Tucker

Day 4

8:00 AM - 10:00 AM EST

Coring a Platform

Pierre Azoulay

Day 5

8:00 AM - 10:00 AM EST

Extracting Value from Platforms

Catherine Tucker

Day 6

8:00 AM - 10:00 AM EST

Extracting Value From Platforms, Pt. 2

Catherine Tucker

Day 7

8:00 AM - 10:00 AM EST

Akamai Case

Pierre Azoulay

Day 8

8:00 AM - 10:00 AM EST

Evolving Alongside a Platform

Catherine Tucker

Day 9

8:00 AM - 10:00 AM EST

Platformizing a Product

Pierre Azoulay

Day 10

8:00 AM - 11:00 AM EST

Project Report out and Course Wrap up

Pierre Azoulay, Catherine Tucker

Optional faculty chats available for scheduling between Day 9&10

Schedule subject to change