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

**DAY 1**

8:30 AM – 12:00 PM  What is a Platform?

Break

Kickstarting a Platform

12:00 PM – 1:00 PM  Break

1:00 PM – 4:30 PM  Extracting Value from Platforms

(15 min. breaks TBD in each session)

**DAY 2**

8:30 AM – 12:00 PM  Coring and Tipping a Platform

Break

Building a Platform Ecosystem

12:00 PM – 1:00 PM  Break

1:00 PM – 4:30 PM  Design, Staging, and Governance of Technology Platforms

Break

The Perils of “Platform Envy”

(15 min. breaks TBD in each session)