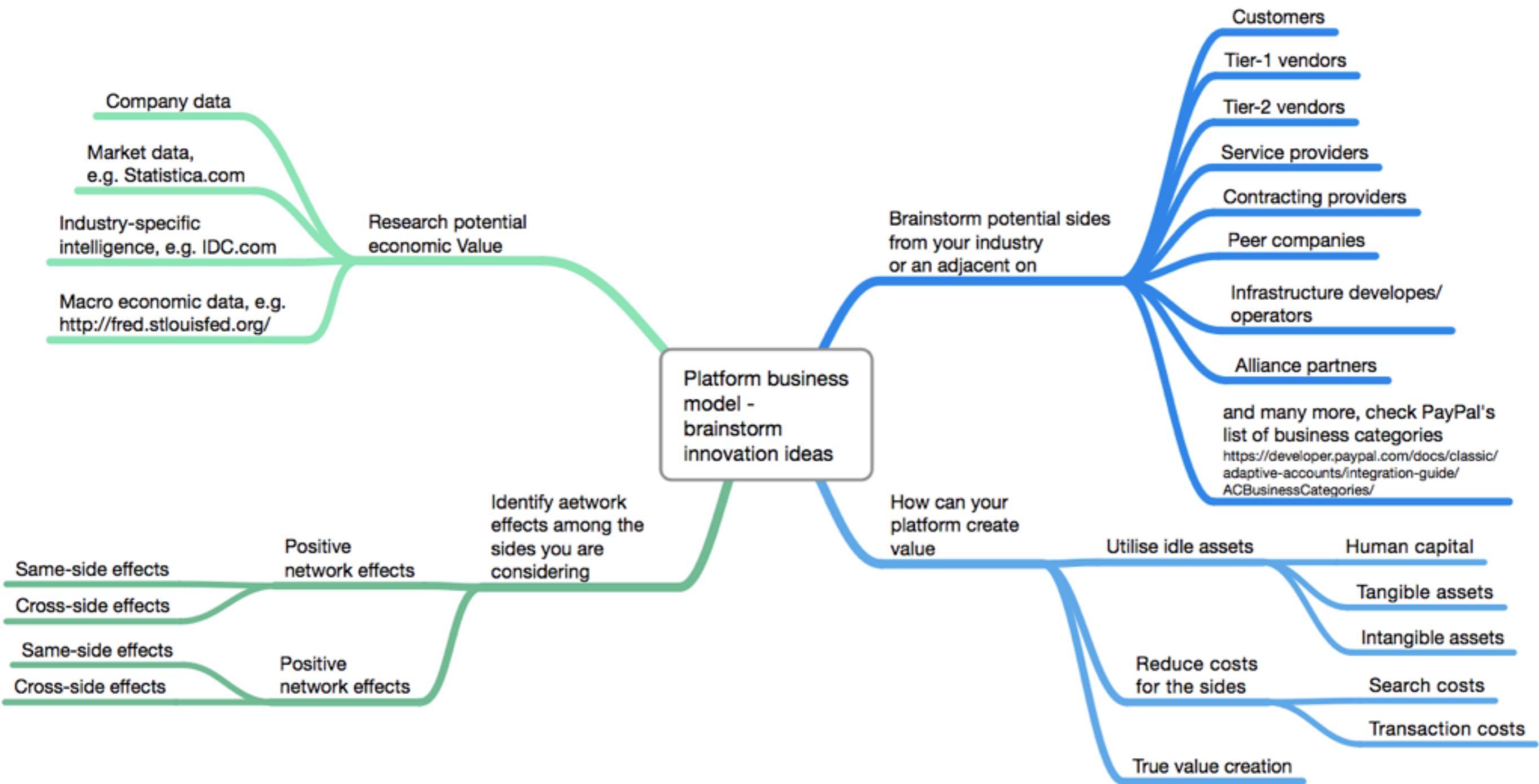


Potential sides of your platform	How do you create value?	How do network effects enhance the value creation?	What are the economic benefits?



Check out www.InnovationTactics.com/platform-business-model for more

Brainstorms the below & add to the table provided:

1. Which sides could you bring together in a potential value-adding way (start with 2 sides)?
2. How can you create value?
 - (a) What are idle (physical or intangible) assets or human capital in your industry? Or in an adjacent industry (up / downstream the value chain) or related industries? What could be some ideas to better utilise the idle assets?
 - (b) Can you reduce transaction or search costs between the sides?
 - (c) What is your true value creation to actively steer the points under 2a and 2b?
3. What are positive network effects that can amplify the value creation to the involved sides?
4. What are the economic benefits that your platform idea would provide?

Don't miss worksheet #3

Check out www.InnovationTactics.com/platform-business-model for more

Notes - platform business model #2

Date:

