The Platform Design Certification Bootcamp

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Why joining the Bootcamp

In an **increasingly interconnected** age, full of **pervasive technologies** *Platform Organizations* are transforming the way we work and produce value.

Operating as hubs, platforms sustain interactions and organize skills & resources exchange beyond the traditional organizational boundaries. By leveraging ecosystems of entities, platforms create unprecedented outcomes: studies show that platforms are resilient, provide better results, growth, revenues, and better valuations.

A systemic view of markets is essential to a modern theory of platforms: **that's what we aim at transferring** to the participants of our public bootcamps.

The **Platform Design Online Certification Bootcamp** is a deep and extended format dedicated to those that are aiming to become **Platform Design Toolkit expert facilitators** and be part of an **exclusive network** of individuals that master the real potential of platform design, beyond buzzwords and false promises for really transformative impacts.

Platforms generate more impact with fewer resources & evolve together with ecosystems.

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The Program: what will you learn in this Bootcamp

The Bootcamp will expose participants to a **full and deep understanding of our framework and unified market theory** and its interrelated aspects such as systems thinking, mastering network effects, organizational transformation, and other facilitation tools.

During the training sessions, you will explore:

The Context of Platform Design:
what is the future playground for Platform Thinking? What platforms are worth developing? How are new technologies such as blockchain enabling new possible design spaces? What is the social, ecological and political context of platform thinking?

The Key Elements of Platform Design and the Unified Market Theory:
understanding post-industrial markets and how value chains are transformed plus the two core Engines of Platform Design (transactions, and learning);

Network Effects and High Scalability:
why is it so important today to design highly scalable organizations and value propositions? How to master and recognize network effects;

Validating Platform Strategies:
how to design experiences, validate them and develop an ecosystem in a lean and agile way?

Tactics for launch and Growth Hacking:
how do you launch your mobilization strategy, and approach growth hacking?

Organizational Transformation:
learning how organizational development and design overlaps with business-model innovation and how platform thinking can help to achieve radical ambidexterity in a chaotic world;

Designing & Running Platform-Ecosystem Workshops:
how can one design workshops complementing Platform Design Toolkit with other methods for strategic design and team facilitation? We'll share our experience.

How will it work?

The Bootcamp flow will be based on:

- short slide-based **lectures and self-paced preparatory material**;
- personal, face to face **coaching** with Platform Design Toolkit team at the online sessions;
- group-wide work and **transformative experiences**;
- **team exercises** to apply the thinking to example projects.

Note that the Bootcamp is not strictly designed to apply the Platform Design Toolkit to a specific project, but instead to gain a deep understanding and develop your own mastery to be able to apply the thinking to any project, context or challenge afterwards.

The Membership & Certification

The Platform Design Bootcamp will provide participants with:

- an official Platform Design Toolkit - **Train the Trainer certificate**;
- access to the **Platform Design Facilitators community and resources**;

Joining the Platform Design Facilitators group will give you access to:

- private, recurring, invite-only office hours calls to explore the latest developments in the methodology, and ask your questions;
- access to and use of official presentations redacted by the PDT Team;
- workshop design guidelines;
- access to advanced tips for facilitators;
- get access to beta versions of upcoming toolkit releases;

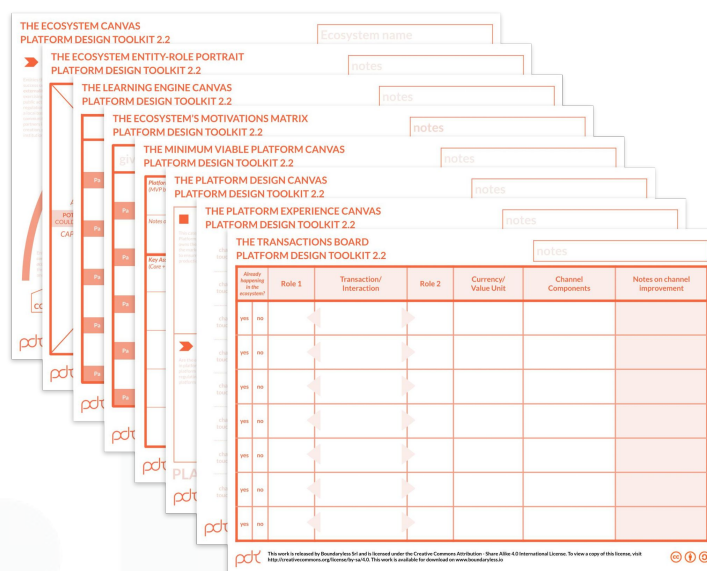*Every organization can use the Platform approach: leverage Platform Design to shape ecosystems.*

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About the Platform Design Toolkit

Born in 2013, the **Platform Design Toolkit** is now adopted worldwide by startups, corporates, and non-profit organizations, and is taught in some of the major business and design schools worldwide.

Using Platform Design Toolkit means **joining a global community of practice** and using **open source, creative commons released, zero lock-in** tools you will always be free to use.

Already happening in the ecosystem?	Role 1	Transaction/ Interaction	Role 2	Currency/ Value Unit	Channel Components	Notes on channel improvement
yes no						
yes no						
yes no						
yes no						
yes no						
yes no						
yes no						

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