



# The Platform Design Sprint

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## Why joining the Sprint

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 fast, outcome focused, and experimentation oriented approach to designing strategies to tackle platform opportunities is what you need in a market in continuous changes: **that's what we aim at providing** to the participants of our public sprints.

The **Platform Design Online Sprint** lets you bring your own project to training and helps you learn how to apply the Platform Design Toolkit by designing your own platform strategy.

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

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# The Program: what will you achieve in this Sprint

The Sprint will help participants to accelerate a platform strategy to a full design ready for validation: it's the perfect training if you want to fast learn the Platform Design Toolkit by applying it directly to your project and create or update your platform strategy.

*During the training sessions, you will explore:*



## *The Context of your Platform Design challenge:*

you'll understand what are the users in the ecosystem and what are they trying to accomplish, reducing the chances that you're designing for an ecosystem that doesn't really exist. You'll learn how to do proper user research in a platform context.



## *An end-to-end design:*

You'll achieve a **fully actionable design** of your business strategy: the multiple value propositions, the platform experiences you want to provide your users with, your business model and monetization/pricing strategy.



## *Mastering an open set of tools:*

you'll learn how to use a set of design tools by applying them on a real project (yours) or on a fictional case study designed to maximize your learning. Tools you'll be able to reuse freely.



## *Prepare your launch strategy*

you'll understand the nature of your network effects, the importance of liquidity for your particular project and thus how to approach the chicken-egg problem typical of marketplace-platforms.



## *Craft the message and create attraction:*

based on clear value proposition and early stage priorities you'll learn how to communicate the project with the aim of maximizing validation and learning



## *Exchange with others:*

by leveraging on other participants' points of view you'll be able to challenge your assumptions and speed up the identification of biases, and hidden issues

## How will it work?

*The Sprint flow will be based on:*

- small 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**;
- **project work exercises** to apply the thinking to you own projects and move forward with your platform strategy

**Note that** the Sprint is designed to apply the Platform Design Toolkit to a specific project. Despite fictional cases can be provided and you can also join other participants and work on their projects if you're aiming at gaining deep understanding and develop your own mastery in general on the Platform Design Toolkit - to be able to apply the thinking to any project, context or challenge - you should be considering our Certification Bootcamps.

## What you'll achieve

*The Platform Design Sprint will provide participants with:*

- a full, end to end, Platform Design;
- a clear framework to move into validation through interviews and mvp;
- clear understanding of the challenges you'll encounter at launch, how to overcome them to reach the initial liquidity;
- a solid growth strategy, premised on understanding of your growth engines;

*The Platform Design Spring is perfect for:*

- early stage entrepreneurs with a strong platform-marketplace idea in search of a structured step-by-step process to reduce risk and wasted resources;
- platform designers from inside organizations that are looking to launch new product-platform strategies and want to develop a clear go-to-market strategy, and be able to communicate the opportunity at best to all the stakeholders, internal and external, including customers;

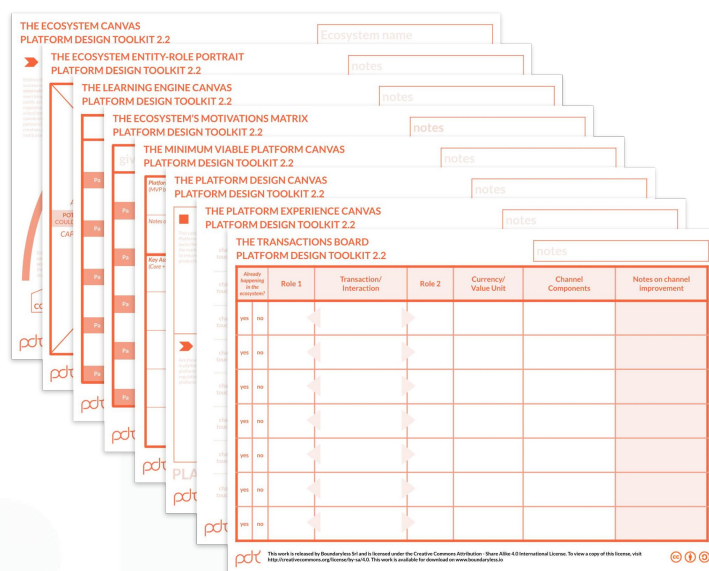
***Every organization can use the Platform approach: leverage Platform Design to shape ecosystems.***



## 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.



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