

BRIEF CONSOLIDATION

PLATFORM DESIGN TOOLKIT 2.2

ecosystem name

LONG TAIL

- Key questions:
- > Are **consumers** looking for more **personalized experiences**?
 - > Are **producers** trying to **specialize in niches**?
 - > Is technology making **easier** for **smaller producers** to jump in?

AGGREGATORS

- Key questions:
- > Is there relevant supply that the aggregator can acquire or attract?
 - > Are there some **mediators, brokers, connectors** that are facilitating already the connection between producers and consumers?

INFRASTRUCTURES

- Key questions:
- > What are the **essential components (utilities, building blocks, modules)** being used by the existing aggregators and mediators - or directly from producers - to create the currently available experiences?

ECOSYSTEM INNOVATION

Use components, services and channels to create new experiences

WHAT IF

What scenarios can be imagined if one picks one of the patterns of platformization?
Patterns ⇒ Scenarios