

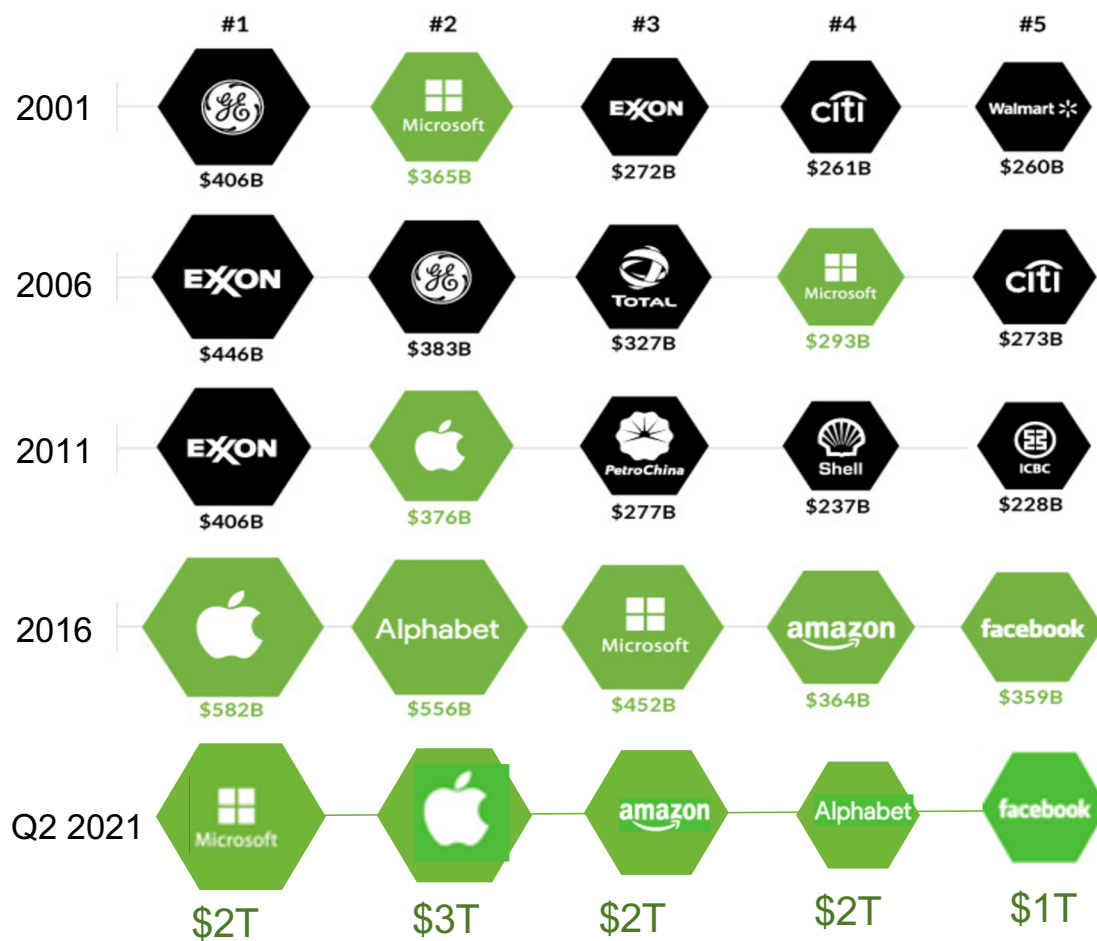


## Agenda

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- Our Why: Today's Platforms deliver **exponential growth, value and impact**
- Our What: A track record building platform business models based on best practices
- Our How: A **unique engagement model** with CEO's and Boards

# Platforms Rule The World



# They Exist In Every Industry

Automotive	Technology	Retail	Investment	Travel	Real estate	Finance	Social
							
							
							
				Healthcare	Food		
							
				Education			
							
							

## They Generate Exponential Growth and Value

	<b>Traditional</b>	<b>Platform</b>
Valuation	10 X Earnings	40 X Revenues
Revenues	\$100M	\$100M
Earnings	\$10M	\$10M
Market Value	\$100M	\$4 Billion
Growth	10-30%	50-100%

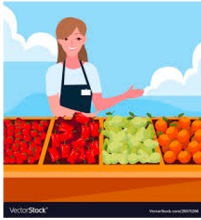


Amazon



ML and Data

**\$2T Valuation**



**Subscribers (250M+)**  
Amazon Prime



**Sellers (Millions)**  
Offer choice



AI plus Data



**Riders (100M+ active)**  
Cars when you need them

**\$105B Valuation**



**Drivers (5M+ active)**  
Mobile app

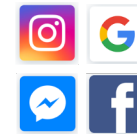


AI plus Data

\$140B Valuation



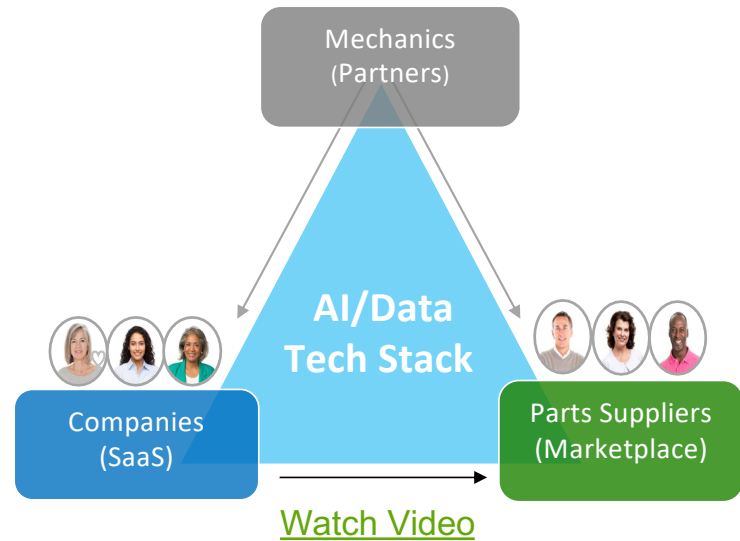
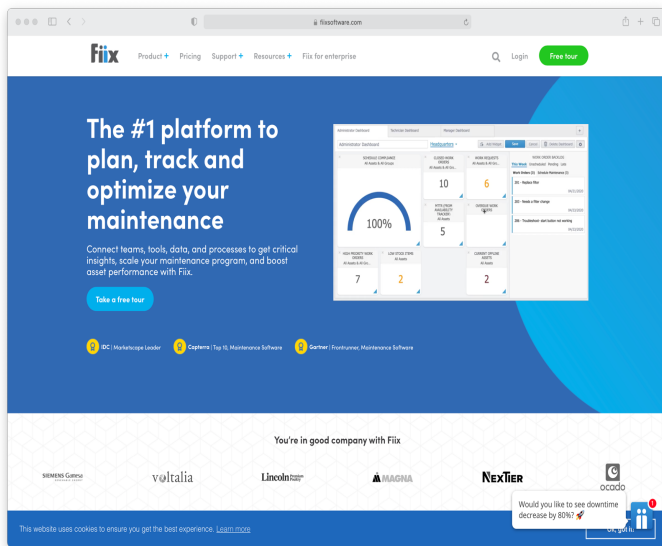
**Buyers (250M+)**  
Easy access to stores



**Sellers (1M+)**  
Online store, payments  
& shipping logistics



Case Study: Helped transform single sided SaaS business to multi-sided platform that connected corporate machines, the people that serviced them and the companies that supplied the parts to keep them operating



**The Company was sold to Rockwell Automation.**  
Role: Board Member, CEO Advisor





# Case Study: Helped transform an enterprise software company into a multisided B2B2C platform that expedited growth and value

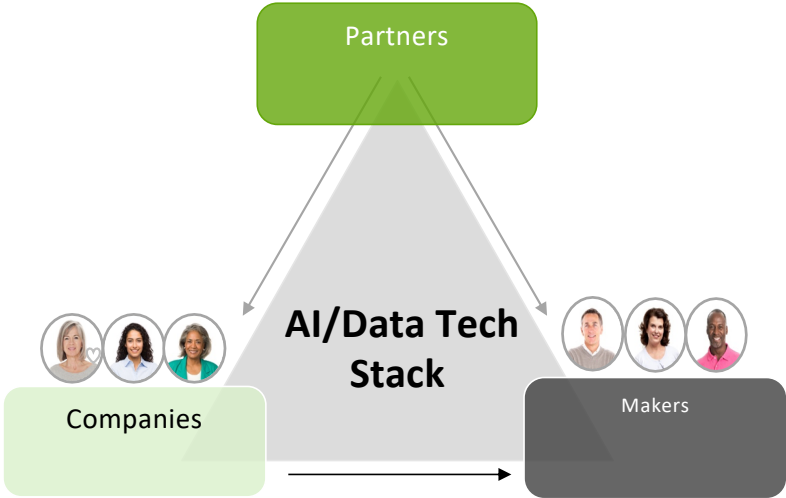
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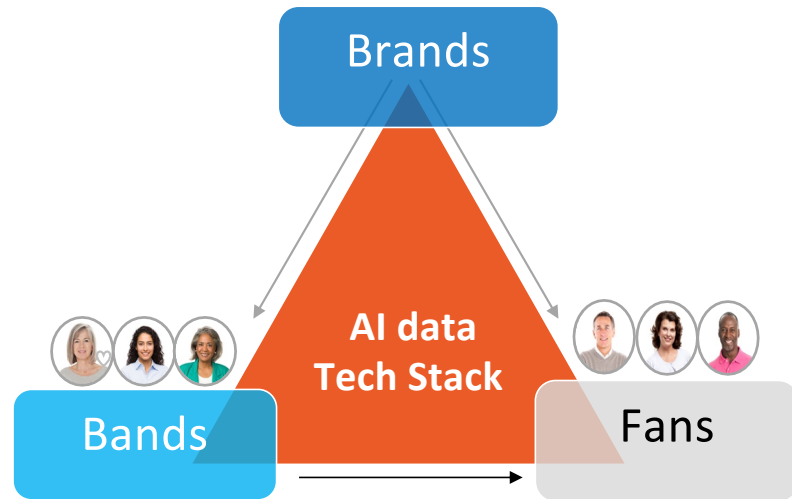
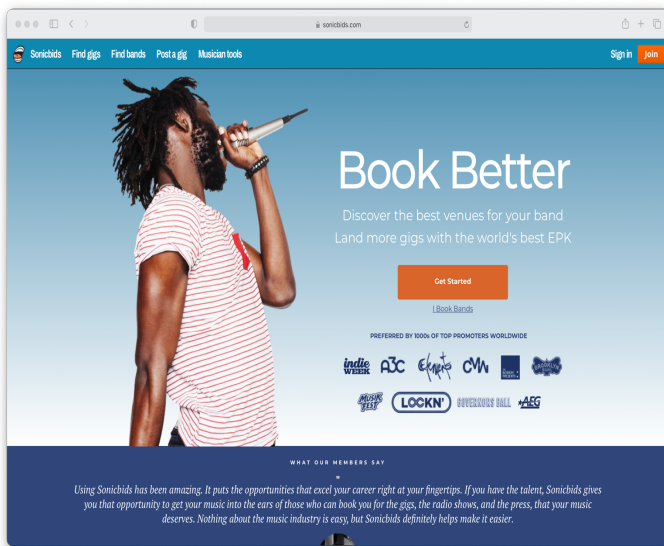


**The Company was Recapped by Morningside, LLC**  
 Role: Lead, Director/Board Member, CEO Advisor





Case Study: Helped transform a SaaS only business into a multisided platform that matched bands with venues, brands and fans



**The Company was sold to Backstage Media.**  
Role: Board Member, CEO Advisor

# A unique CEO and Board Engagement Model

Activities	Topics
Daily & Weekly: CEO Calls	People: Updates on Team – skills, fit and culture Product: Updates on GTM – across all sides of the model Performance: Updates on OKRs – unique for each business function
Monthly: CEO + Stakeholder Call	People: Evaluate Team – recruitment, retention and culture Product: Modify GTM – SaaS, marketplace, data assets, tech stack Performance: Measure OKR's – top and bottom-line results
Quarterly: Board Meeting	Pre-Board Meeting: help CEO prepare, present and align board People: Team Analysis – skills, gaps, compensation/ISO's, growth Product: Platform Progress – SaaS, marketplace, data assets, tech stack Performance: OKR Refinement – sales, revenues, CAGR, EBITDA margins Post-Board Meeting: debrief CEO and outline next steps

# Key Questions for CEO and Board

## Who...

- on the board and executive team truly understands how to create/generate platform economics?

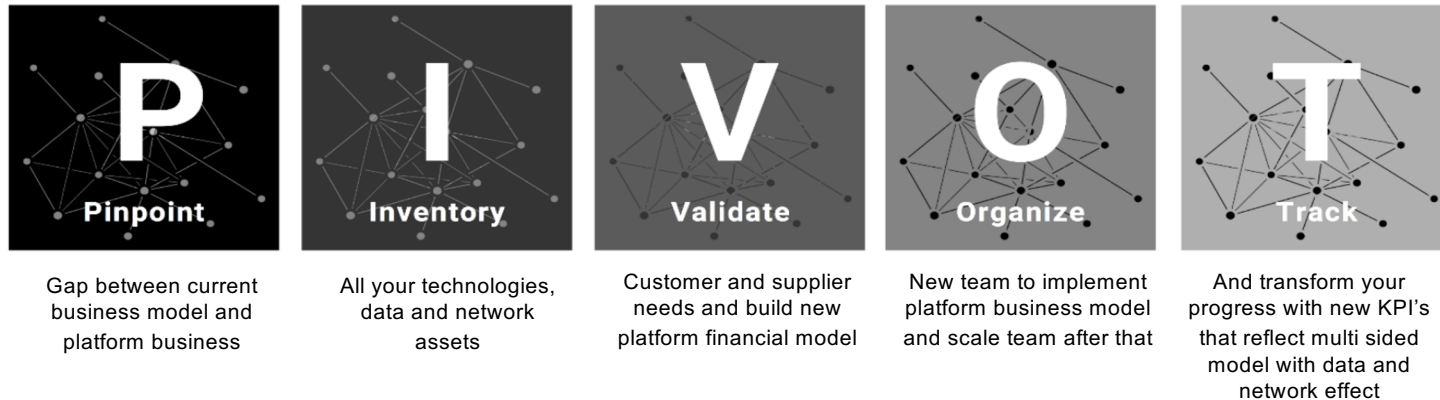
## How...

- many sides are being monetized in the current business model today – one, two or more?
- clear are the company's people/board regarding exact steps to realize multiple expansion?
- is the company led (product, process or people) and what is the plan to make it platform led?
- aligned are the company's stakeholders with the objective of multiple expansion?

## What...

- is the company's strategy for accelerated growth and multiple expansion?
- is the unique value/selling proposition for each side of the business model?
- is the go-to-market strategy for each side (SaaS/workflow, marketplace and data)?
- is the kind of data being collected, from whom, and how is it being monetized?
- are the company's KPI's/OKR's that ensure platform success and multiple expansion?

# Proven Platform Playbook



People	Board and leaders' platform expertise and alignment	All buyer, seller & partner relationships and data assets	Potential people requirements to build a true platform model	Small team to launch platform and create new organization structure	New KPI's for engagement, data and partner participation
Product	Current GTM strategy and gap to PLG business model	Tech, product and data architecture and its ability to scale	New PLG GTM strategy and company capabilities and pricing model	Existing people around new GTM around each of the revenue streams	Create new KPI's for engagement, data and partner participation
Performance	Current sources of revenues/EBITDA and gap to multiple sources	Metrics – including users, suppliers, partners, data, contributions	New financial and customer metrics to ensure alignment/success	Compensation and ISO system around platform objectives and results	Monetization for the multiple revenue streams and the cost of delivery



# Thank you

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