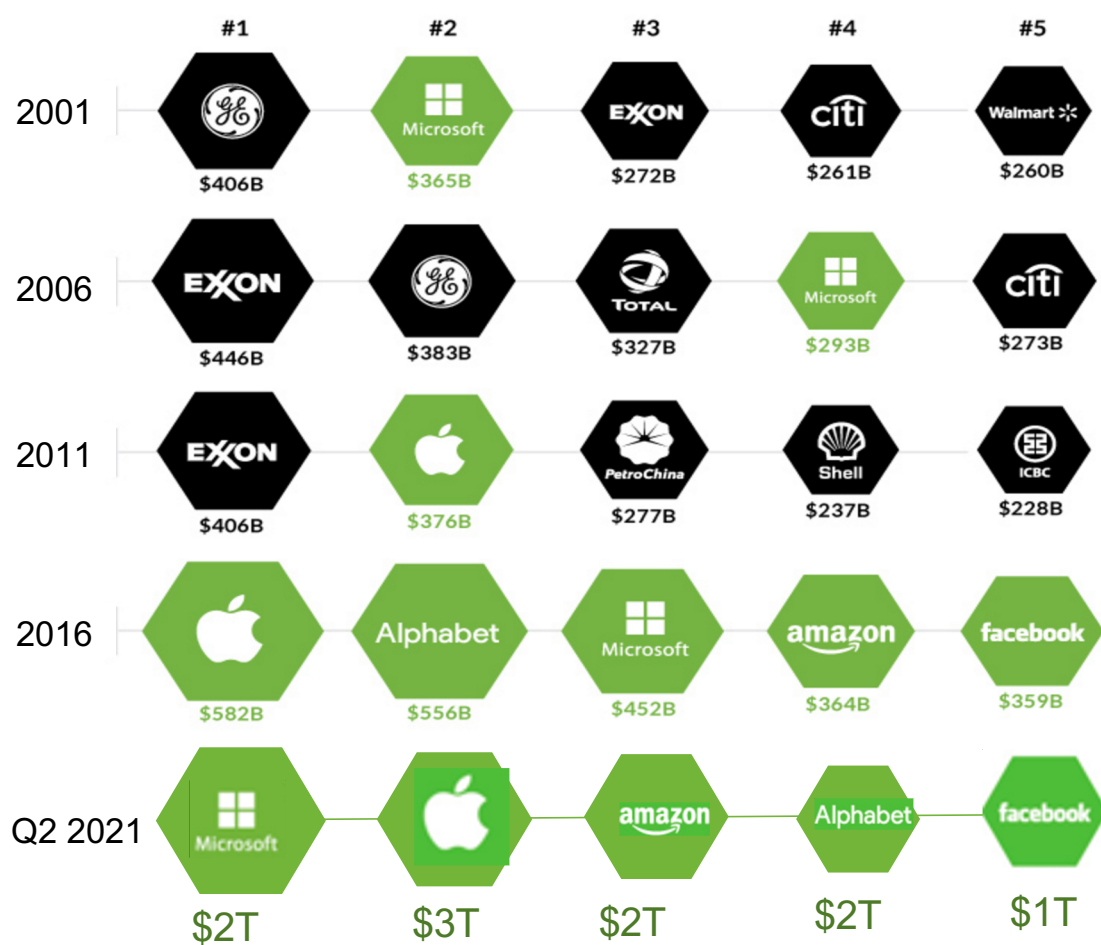


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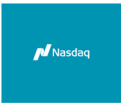
























SHOW ME  
THE  
MONEY!

# Digital Platforms Rule The World

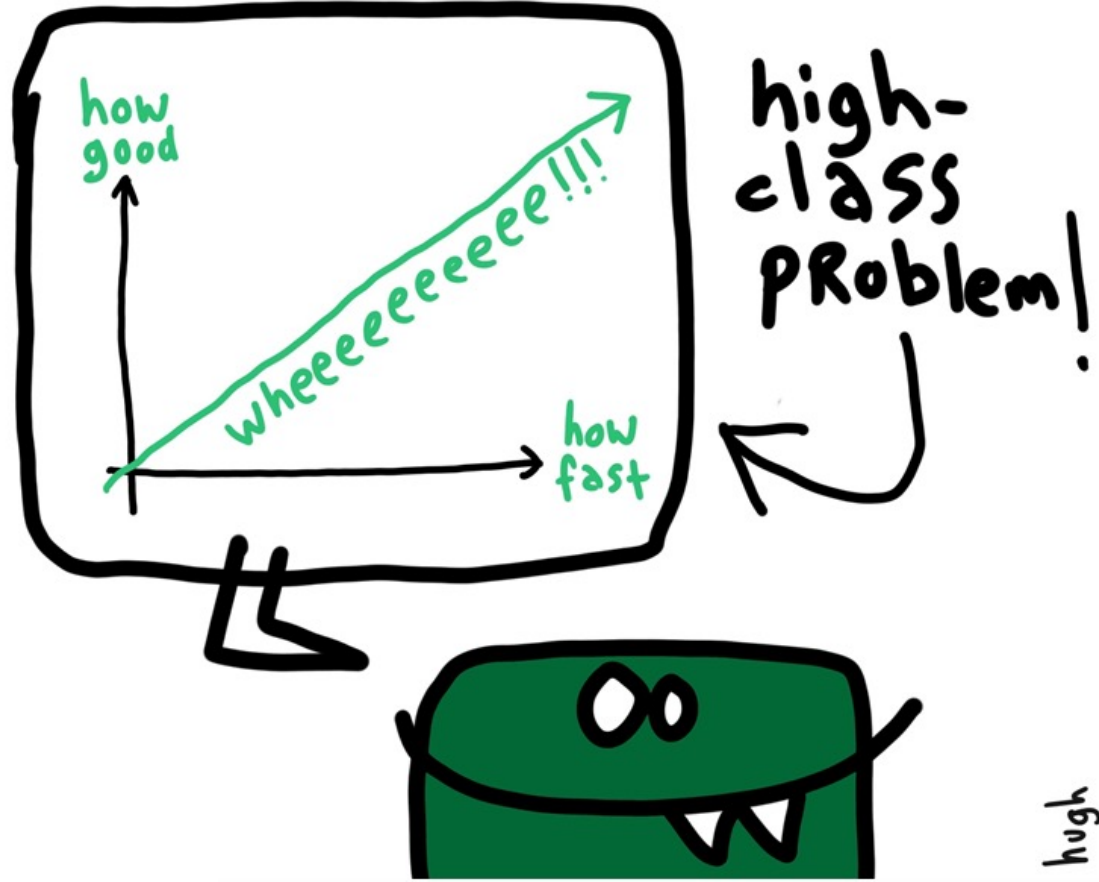


# They Exist In Every Industry

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%



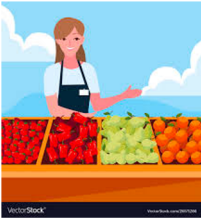


Amazon



ML and Data

**\$2T Valuation**



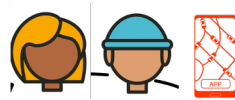
**Subscribers (250M+)**  
Amazon Prime



**Sellers (Millions)**  
Offer choice



AI plus Data



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

**\$105B Valuation**



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

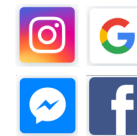


AI plus Data

\$140B Valuation



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



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



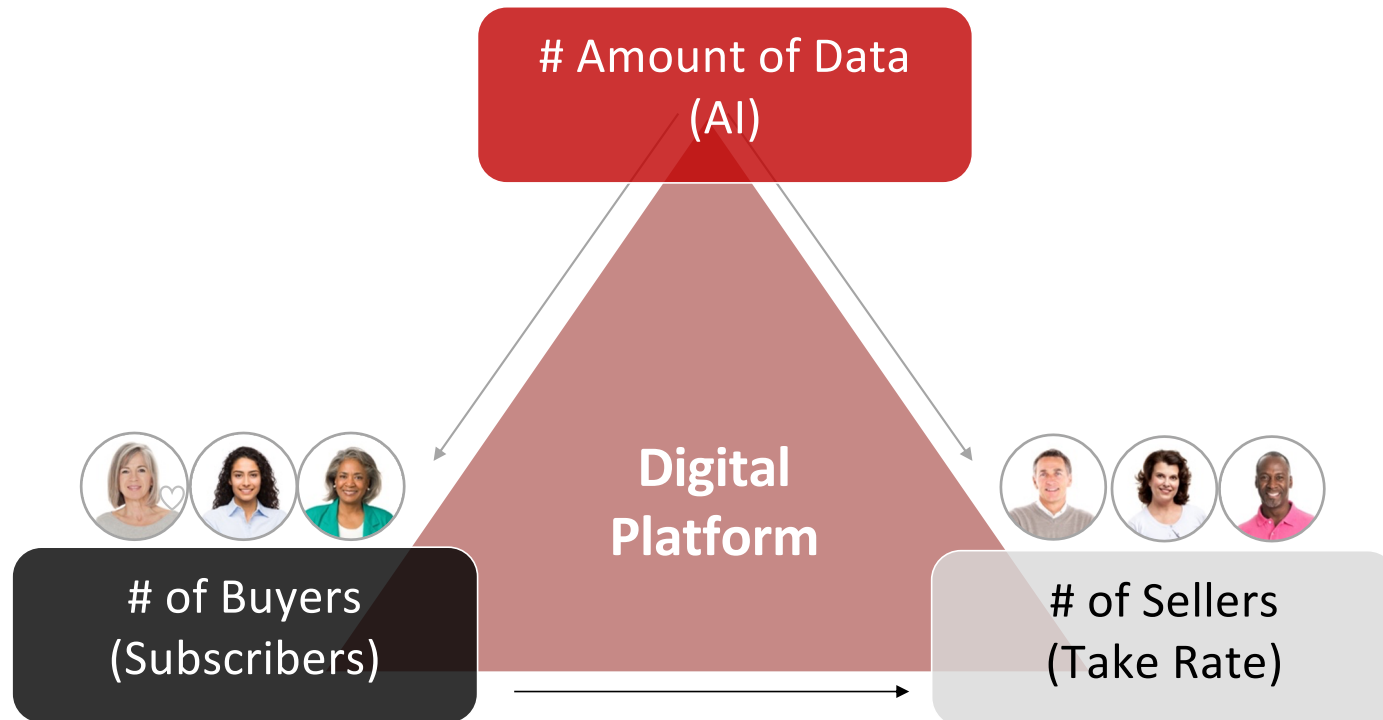
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quit your  
yappin'  
and go  
create  
something

hugh

# 1st: Design Your Platform Business Model



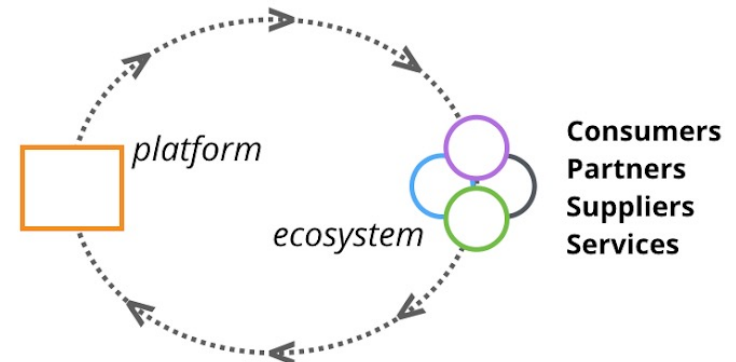
## 2. Build a Product Led (PLG) Platform Businesses

### Traditional Pipeline Businesses



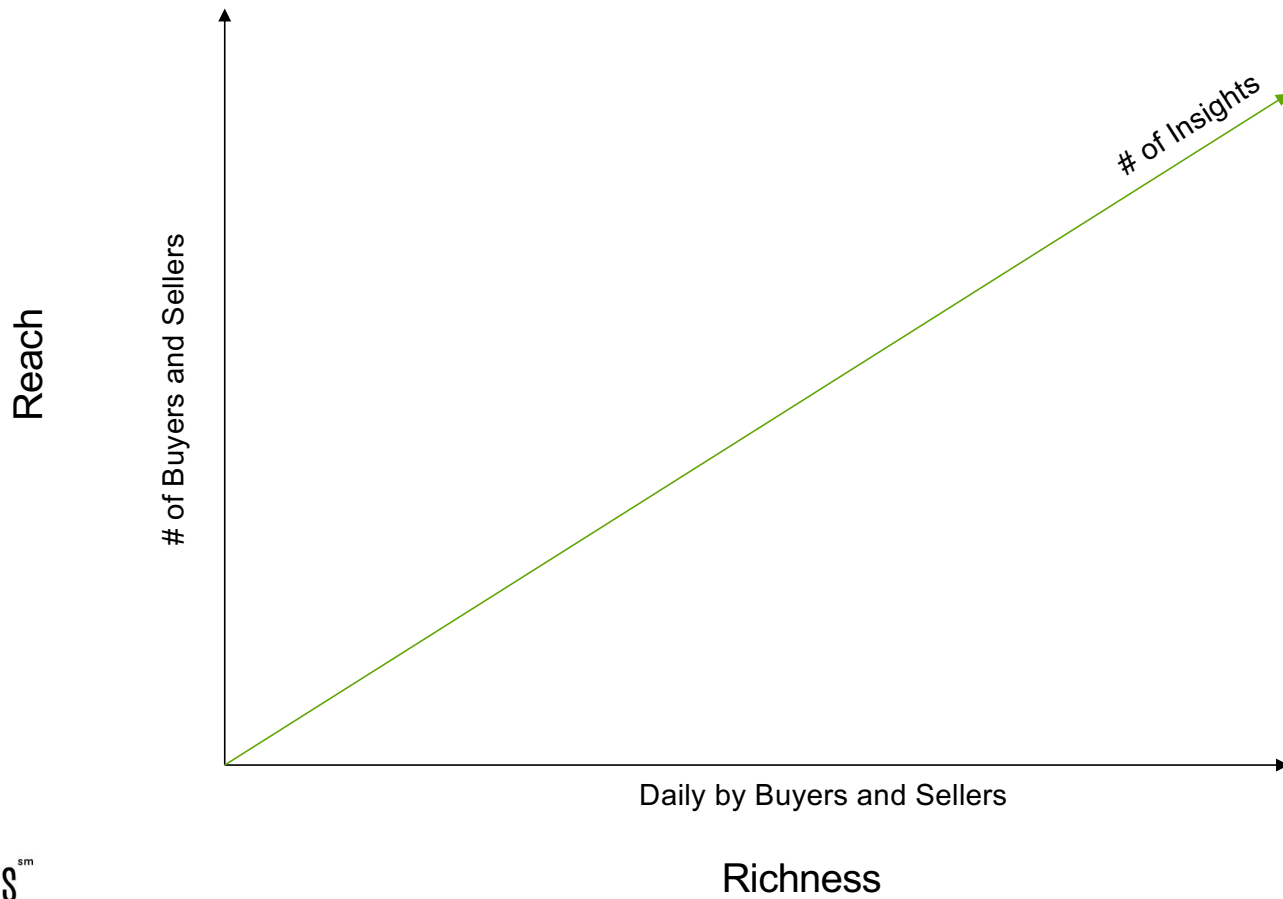
**Value creation is linear and one-way**

### Digital Platform Businesses



**Value creation is two-way and continuous**

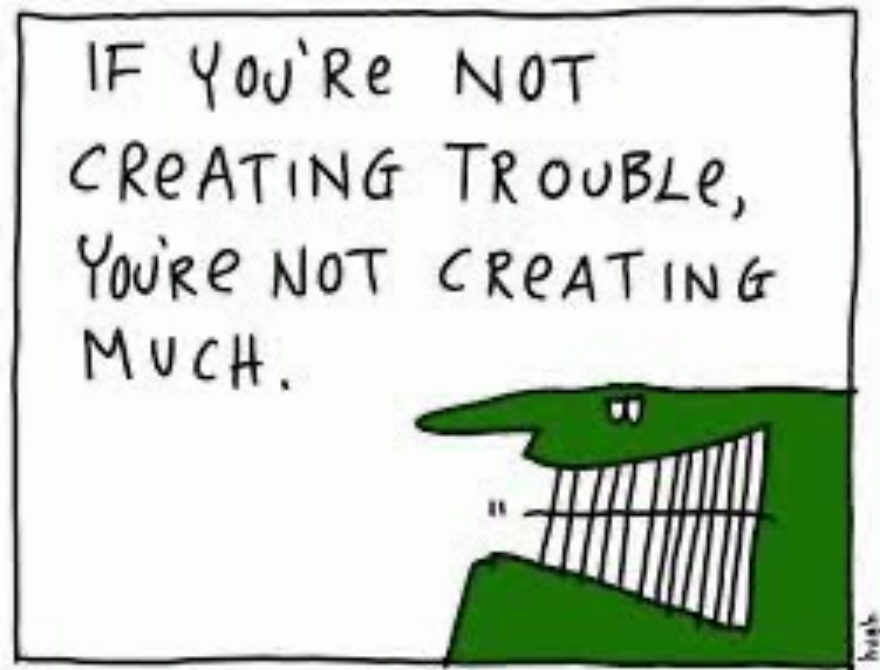
### 3rd: Measure What Matters to Achieve What Matters



## 4th: Change Your **PEOPLE** to Change Your Outcomes



## 5th: Track Your Progress and Performance



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