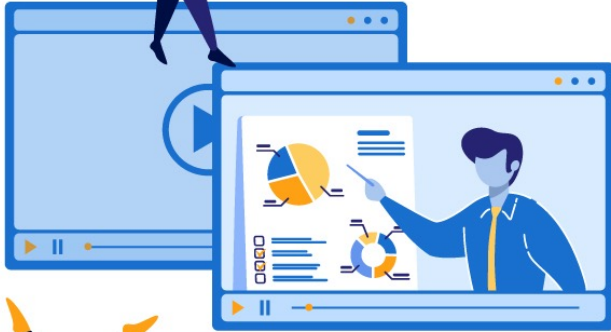


MIT Sloan
Management Review

WEBINAR



JUNE 2021

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PLATFORMS & ECOSYSTEMS

Leveraging Subscriptions and Marketplaces for Platform Success

A presentation by Barry Libert, the CEO of AIMatters, a board and CEO advisory firm that advises private equity and venture capital firms on how to deliver exponential growth and value from platform business models.

Event Slides

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Leveraging Subscriptions and Marketplaces for Platform Success



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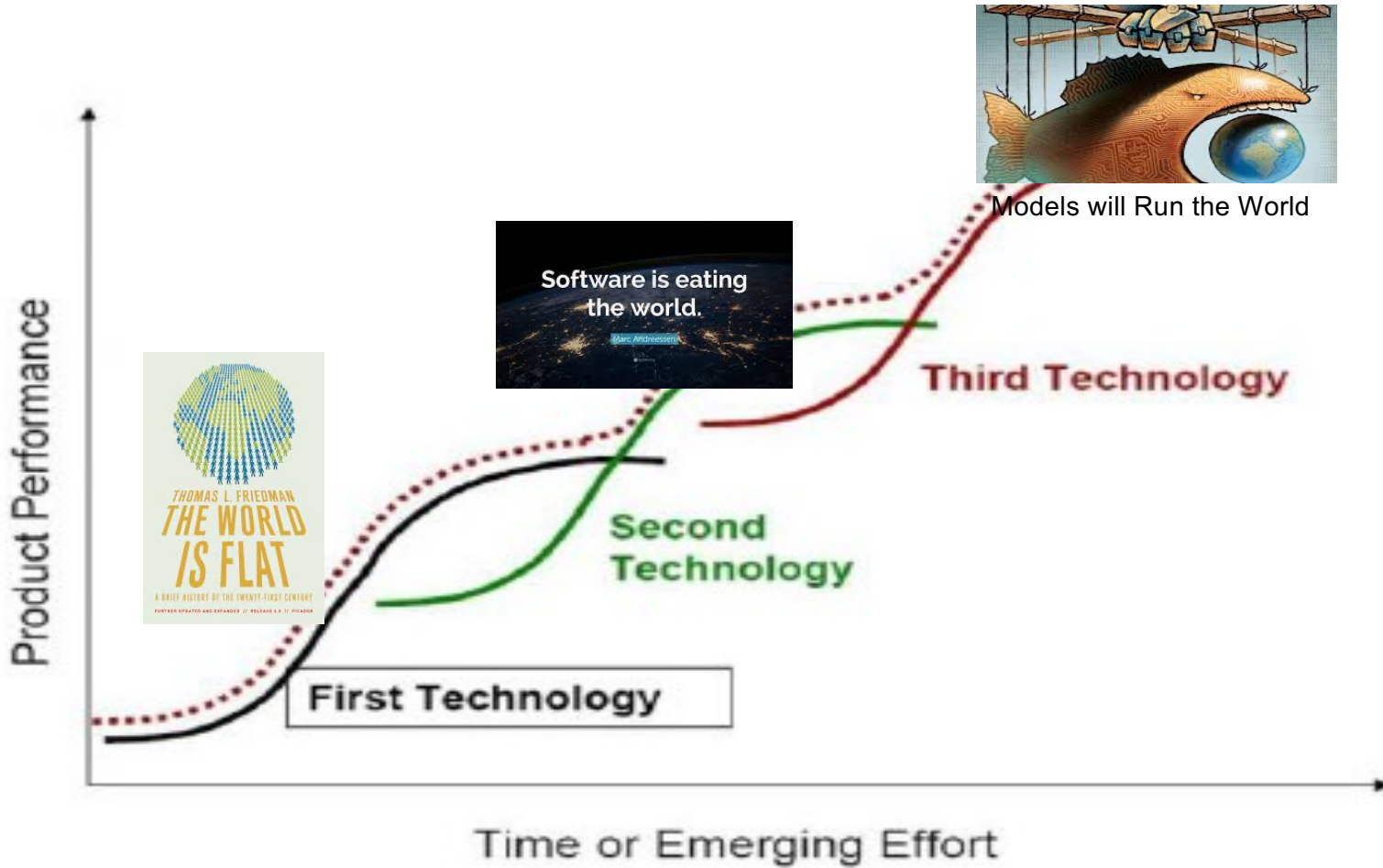
Ally MacDonald is senior editor of *MIT Sloan Management Review*. She will moderate the session.

Today's Agenda

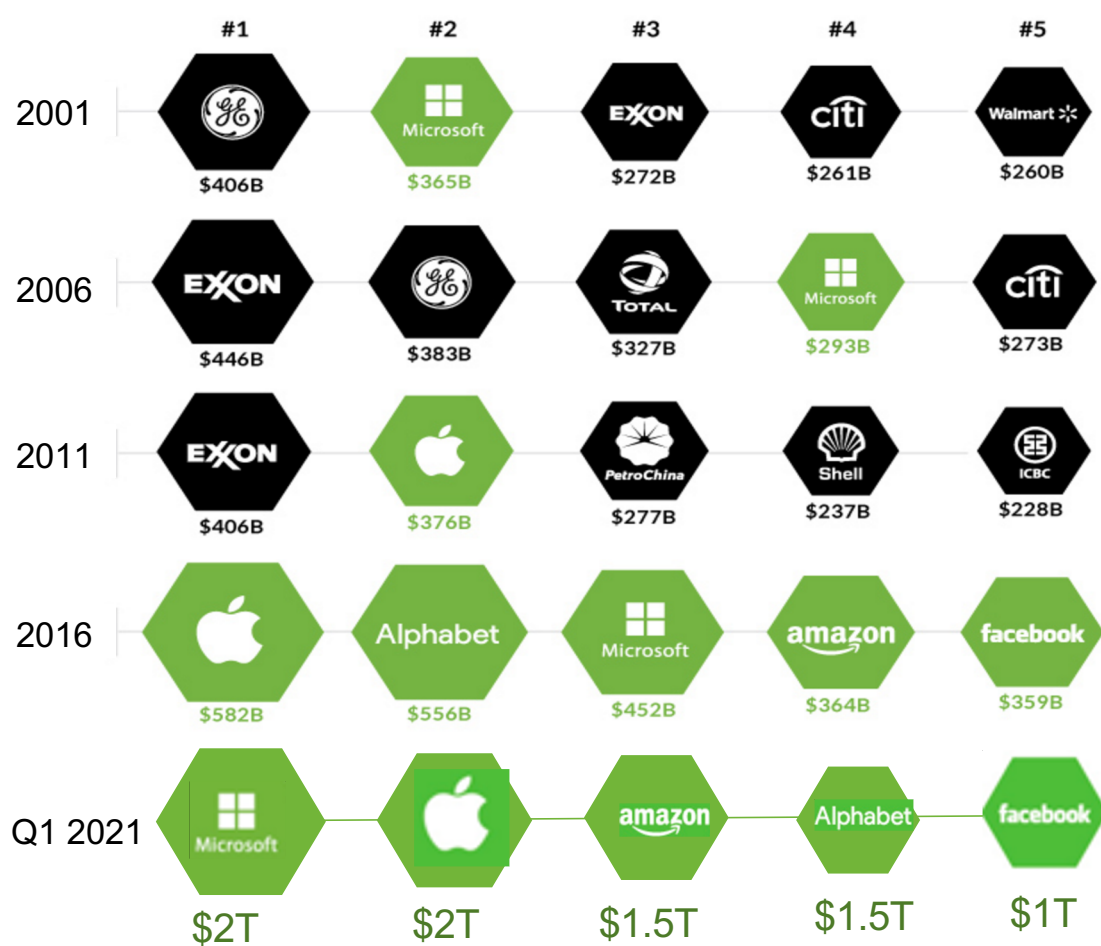


SHOW ME
THE
MONEY!




















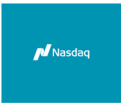






















First, A Little History



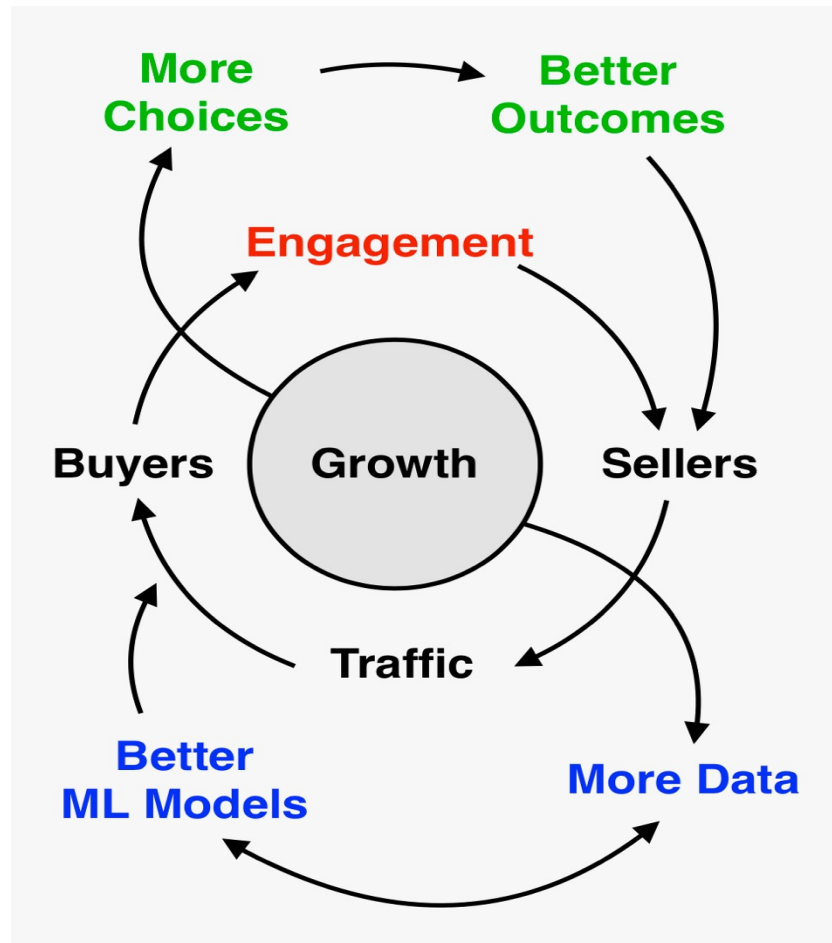
All The Most Powerful have Adopted It



They Exist In Every Industry

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

All Benefit from Data Moats and Network Effects



THIS IS
HOW WE
DO IT

They



Amazon



E-commerce platform for third party sellers



Subscribers (150M+)
Amazon Prime provides search and workflow



AI plus Data



Sellers
Offer choice, access and alternatives based on insights

\$1.6T Valuation



UBER

Uber
Eats

Marketplace where
Uber tries new offers



Drivers (4M active)
Easy access to riders,
flexible income



AI plus Data

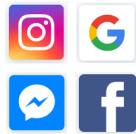


Riders (99M active)
Cars when & where
you need it

\$105B
Valuation



Shopify's app store is a marketplace for apps.



AI plus Data



Merchants (800,000)
Online store, payments
& shipping logistics

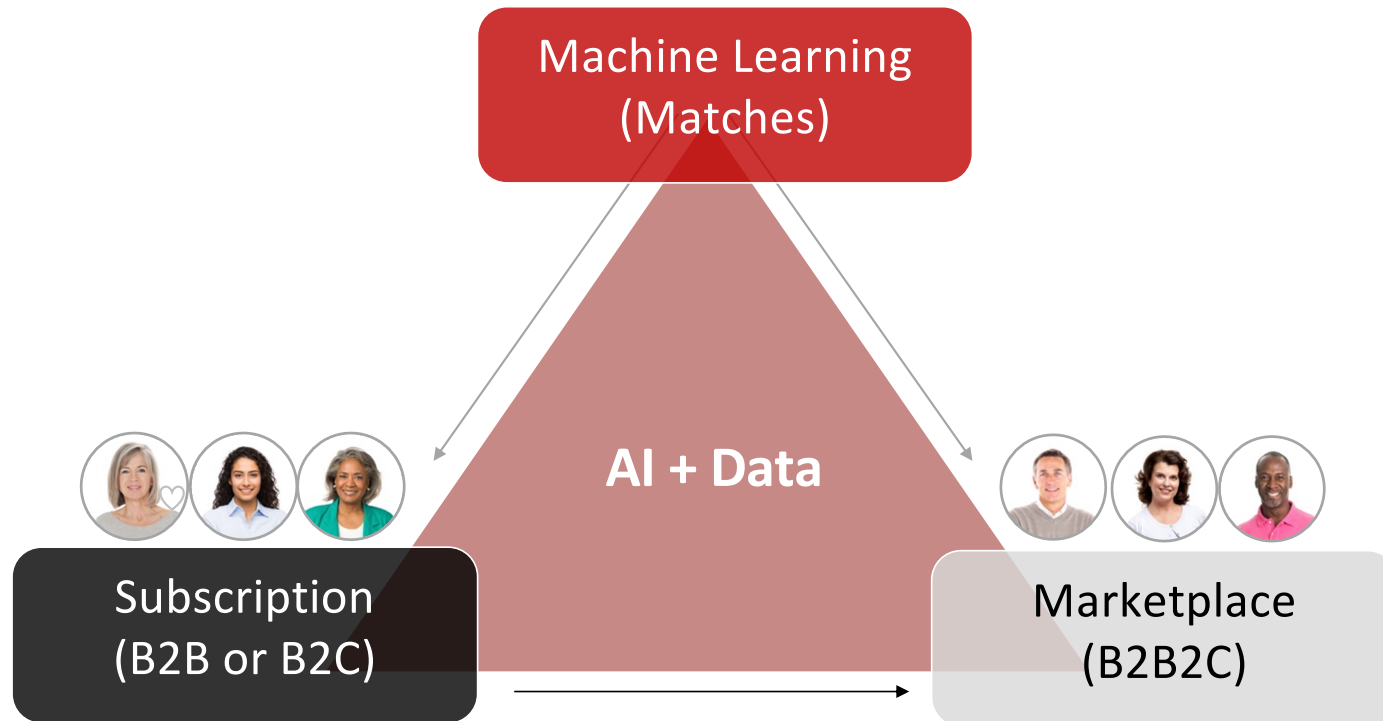
\$140B Valuation

Buyers (200M+)
Easy access to online
stores **enabled \$41B**
in sales

THIS IS
HOW WE
DO IT

You

First: Design Your Business Model



Second. Change Your Leaders



Third: Measure What Matters





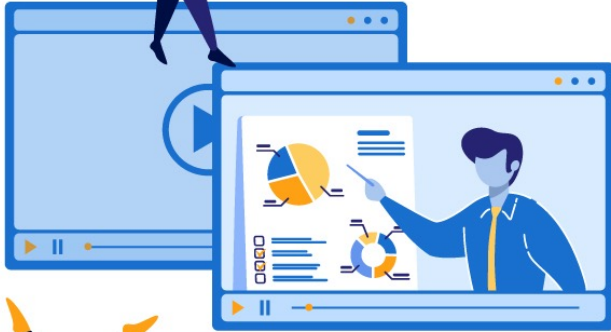
How to Win at the Platform Game

A business model built on subscription revenues, a robust marketplace of sellers, and data and machine learning is essential to compete for human and financial capital.

<https://sloanreview.mit.edu/article/how-to-win-at-the-platform-game/>

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