

Platform Scale How An Emerging Business Model Helps Startups Build Large Empires With Minimum Investment

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Platform Scale How An Emerging

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Platform Scale takes the platform business model to the next level in terms of detail, strategy and practicalities. The challenge now is to put it into practice. In doing so, Platform Scale provides some excellent frameworks to work from for designing platforms, ie. the Platform Canvas and Platform Stack.

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The many manifestations of the platform business model - social media, the peer. Over the last decade or so, we're seeing the emergence of a new form of scale. Today's massively scaling startups - which rapidly grow to millions of users and billions in valuation - do not sell a product or service. Instead, they build a platform on which others can create and exchange value.

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To achieve platform scale, owners must select the right type of interaction driver and remove friction between participants. At its inception, every platform must find a way to jump start its usage to gain critical mass for survival.

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Platform Scale: How an emerging business model helps startups build large empires with minimum investment. "Platform Scale explains the design of a family of emerging digital business models that enables today's startups to achieve rapid scale: the platform business model. The many manifestations of the platform business model - social media, the peer economy, cryptocurrencies, APIs and developer ecosystems, the Internet of things, crowdsourcing models, and many others - are becoming ...

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"Platform scale is achieved by maximizing the repeatability and efficiency of the platform's core interaction." 4. Solve chicken and egg problems Platform business models face an all too familiar catch-22 chicken and egg problem on the way to scaling.

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— Sangeet Paul Choudary, Platform Scale: How an emerging business model helps startups build large empires with minimum investment "pipe, from the producer to the consumer. On platforms, the interaction between producers and consumers, facilitated by the platform, determines value creation and exchange.

Platform Scale Quotes by Sangeet Paul Choudary

Platform Scale lays out a structured approach to designing and growing a platform business model and addresses the key factors leading to the success and failure of these businesses. Six core concepts for successful platform business model design 1. Re-imagine your business for platform scale The mechanism by which these new business models ...

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New Relic, a company that is synonymous with application performance monitoring (APM), has undergone a complete transformation to become an end-to-end observability platform company.

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