THE PLATFORM DESIGN CANVAS PLATFORM DESIGN TOOLKIT 2.1

notes



PLATFORM OWNERS

This category refers to the "owners" of the Platform: ultimately this set of players owns the vision behind the realization of the market, and are ultimately responsible to ensure that the platform exists in



Enabling Services (Platform to Partners)

Services targeted to helping partners generate value from their professional capabilities, gain market, opportunities and visibility to gain decisive improvement as professionals



Core Value Proposition

The core value proposition is the primary value that the platform seeks to create for its **core target** (the target of the Core Value Proposition).



Transactions

These transactions happen between two entities in the ecosystem and consist of exchanging or transferring ownership of a currency or other stores of value (assets, money, token, credits), providing elements of intangible value (such as reputation, trust kudos, likes, etc...), providing labour/work



PARTNERS

Partners are essentially professional entities that seek to create additional professional value and to *collaborate with platform owners* at a stronger stage of relationship. Typically, partners are *professional value creators* that tend <u>to specialize</u> in a niche product/service and become better and better within time. Partners sometimes also facilitate, cater, enhance the value production by acting a broker, facilitators, connectors.



PLATFORM STAKEHOLDERS

Are the entities that have a specific interest in platform success or failure, in controlling platform externalities and outcomes, in regulating it or in exercising rights in the platform governance.



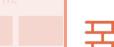
Empowering Services (Platform to Peer Producers)

ces targeted to helping peer producer capabilities, get better and generate

Other Services

Peer Consumers)

(Platform to



Infrastructures and Core Components

Ancillary Value

Propositions

Controlled and owned by the platform owners and governed according to the platform governance. Typically we talk about digital and physical assets, tangible components, that ensure the platform works: these components need effort and energy to be run smoothly and in coordination.



Channels & Contexts

transactions happen better thanks to controlled and designed contexts that evolve into what we call **channels**. A context is defined more broadly than a channel and the latter can be often considered an evolution of the first. A refined and optimized channel should be available to make transactions easier. When complex transactions are broken into several sub-transactions a channel must exist for every phase to happen smoothly.



PEERS (producers)

Entities interested in *providing* ralue on the supply side of the ecosystem/marketplace, seeking or opportunities to improve their professionality and honing their capabilities towards better



PEERS

(consumers)

intities interested in consuming, itilizing, accessing the value that the created through and on the



PLATFORM VISION III









