

WEBINAR



JUNE 2021

Sponsored by:

zuora

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.

Leveraging Subscriptions and Marketplaces for Platform Success



Barry Libert is a board member and CEO adviser to companies seeking to create exponential growth and value via platform business models. He is a regular contributor to *MIT Sloan Management Review*.



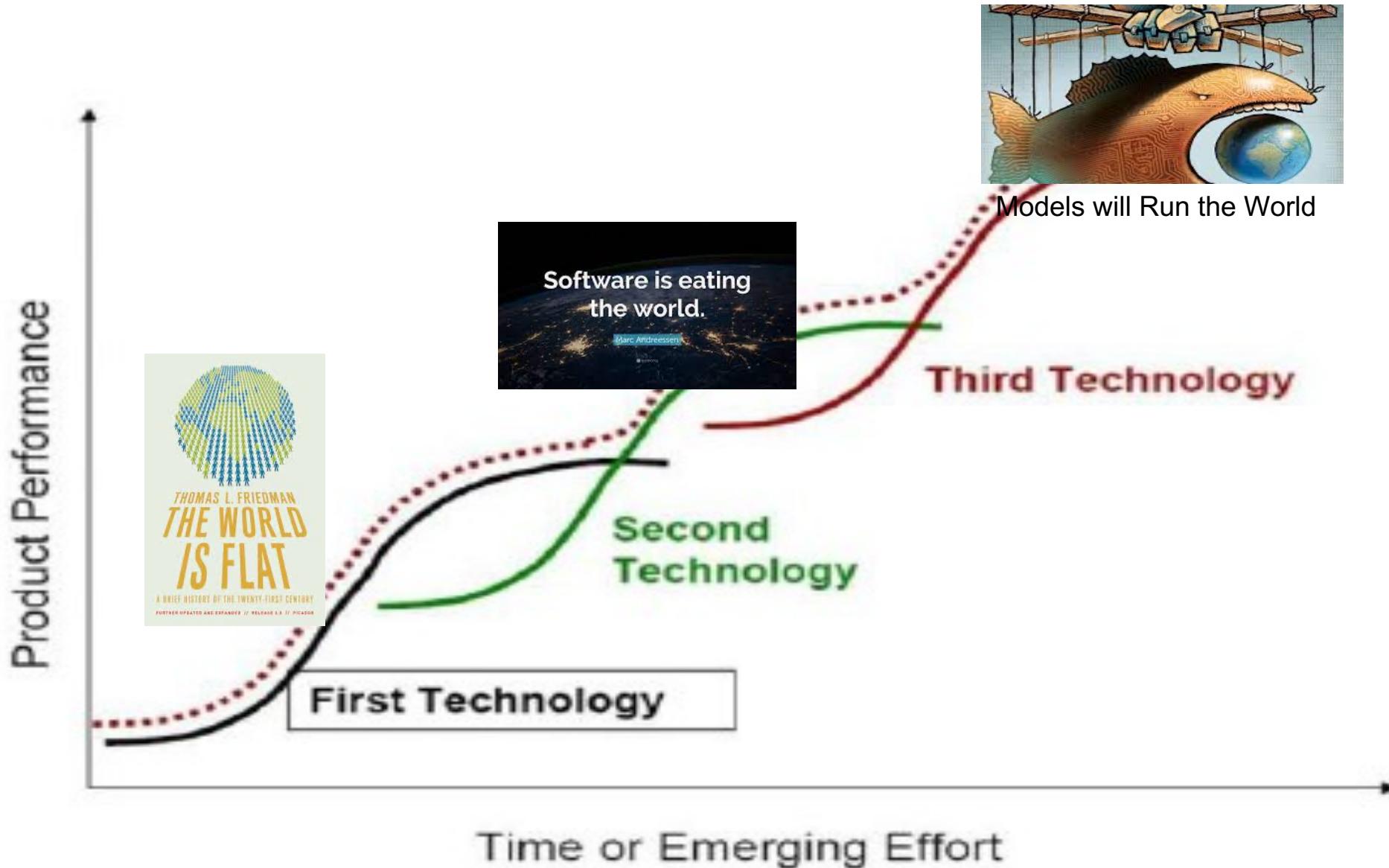
Ally MacDonald is senior editor of *MIT Sloan Management Review*. She will moderate the session.

Today's Agenda

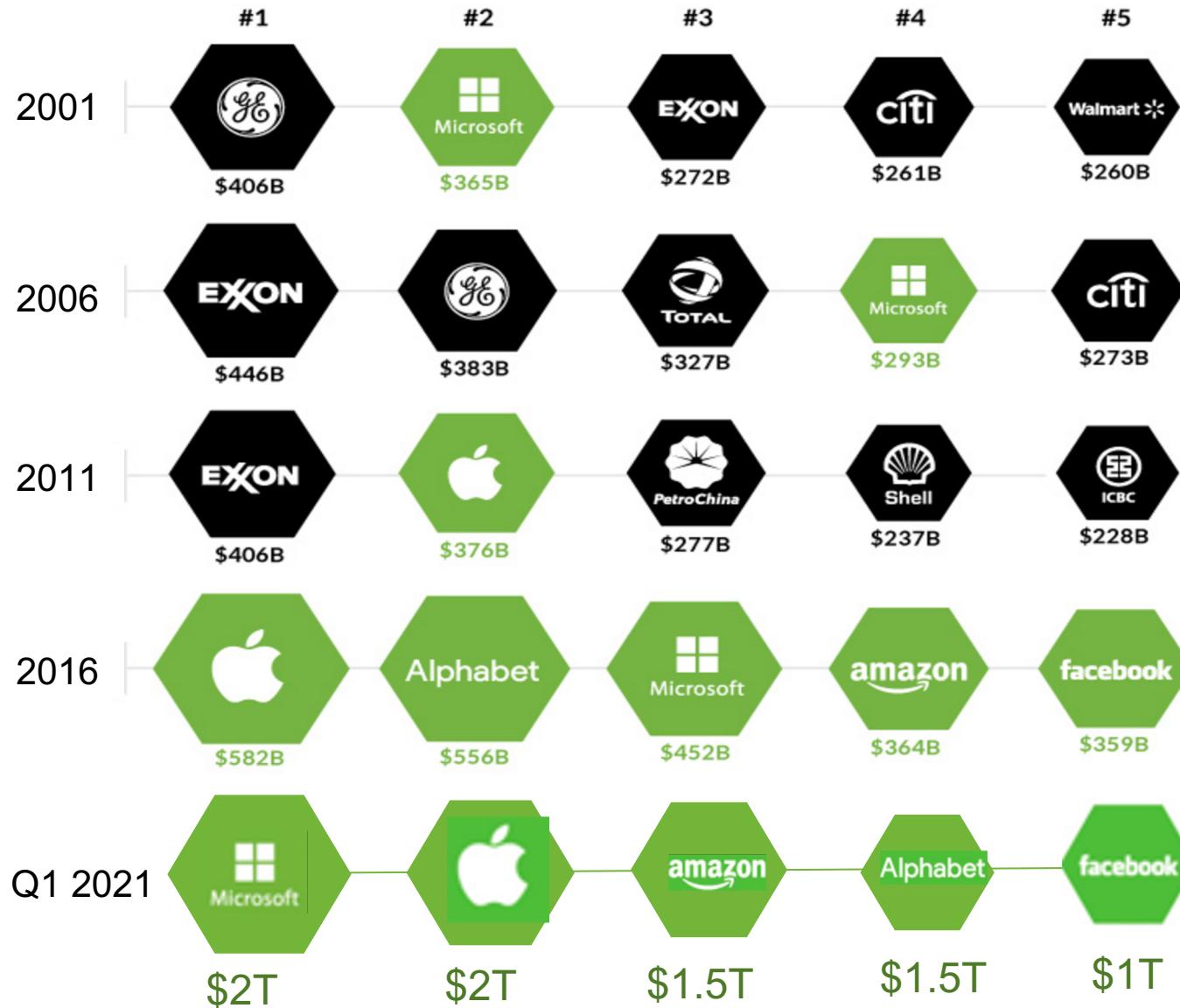


SHOW ME
THE
MONEY!

First, A Little History



All The Most Powerful have Adopted It

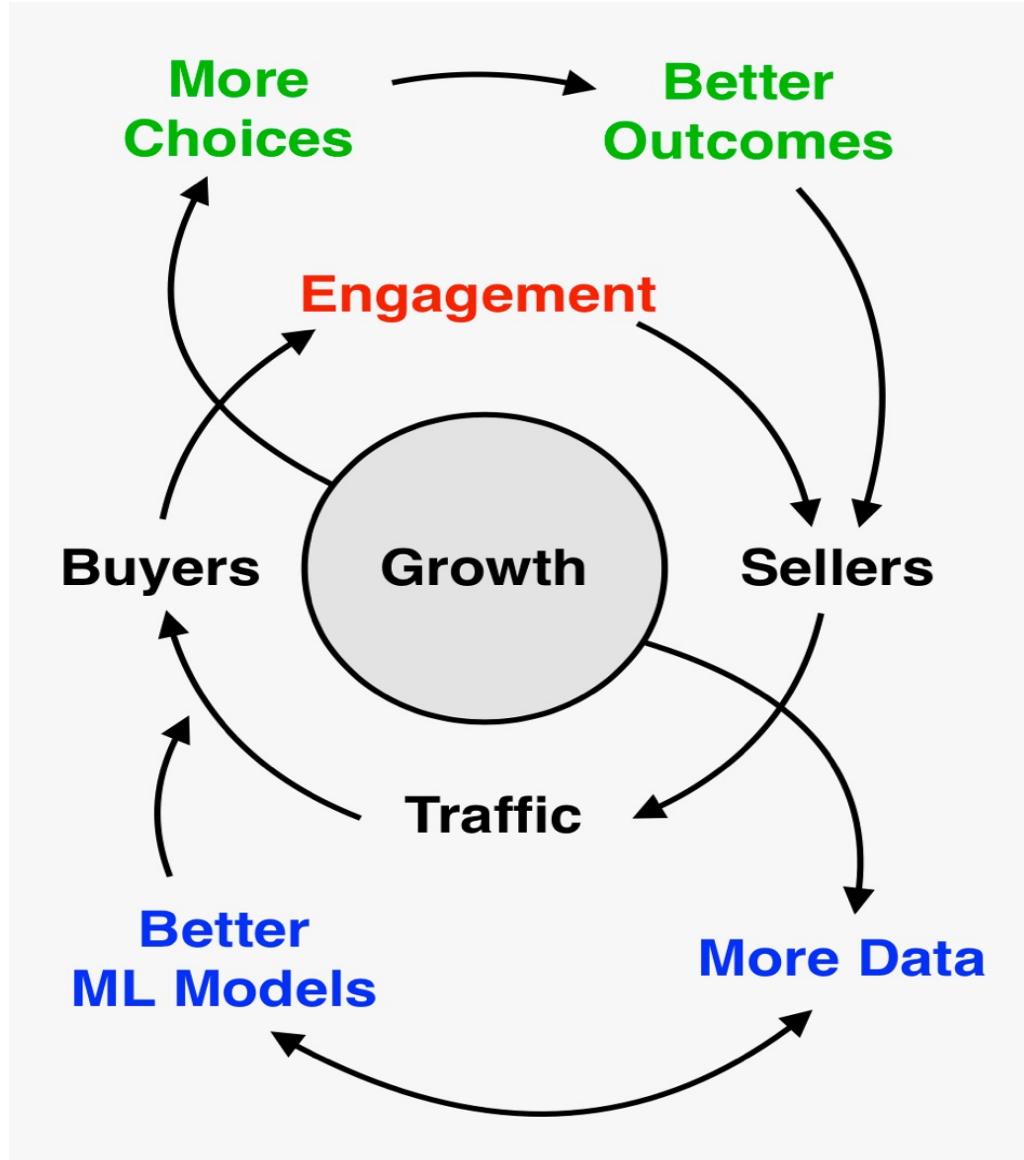


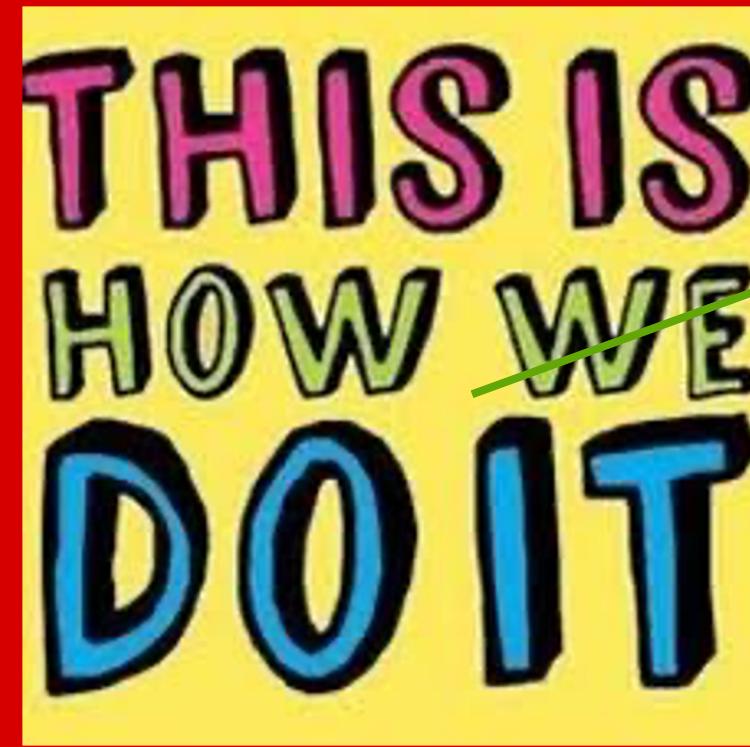
Source: Data from Thomson Reuters Eikon, May 2017

They Exist In Every Industry

Automotive	Technology	Retail	Investment	Travel	Real estate	Finance	Social
							
							
							
 			 	 	 	 	 
				 			
							
							

All Benefit from Data Moats and Network Effects



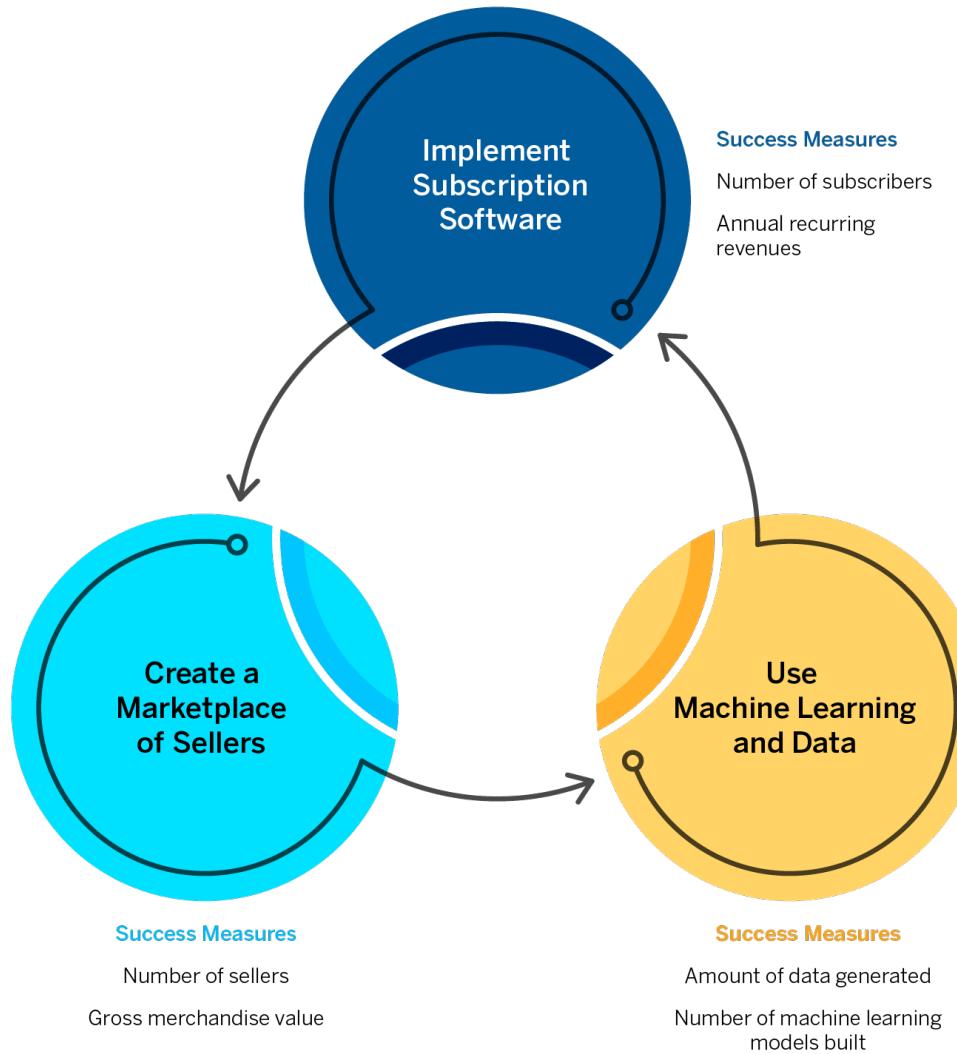


THIS IS
HOW WE
DO IT

A yellow rectangular sign with a black border. Inside, the words "THIS IS", "HOW WE", and "DO IT" are stacked vertically. Each word is in a different color: "THIS IS" is pink, "HOW WE" is green, and "DO IT" is blue. All letters have a thick black outline.

They

Platforms Have 3 Components



Graphic from B. Libert, "How to Win at the Platform Game,"
MIT Sloan Management Review, June 23, 2021.



Amazon



E-commerce platform for
third party sellers



AI plus Data



designed by free pik.com

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

\$1.6T Valuation

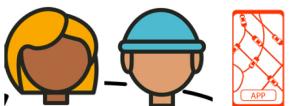
Sellers
Offer choice, access
and alternatives based
on insights



UBER

Uber
Eats

Marketplace where
Uber tries new offers



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



AI plus Data

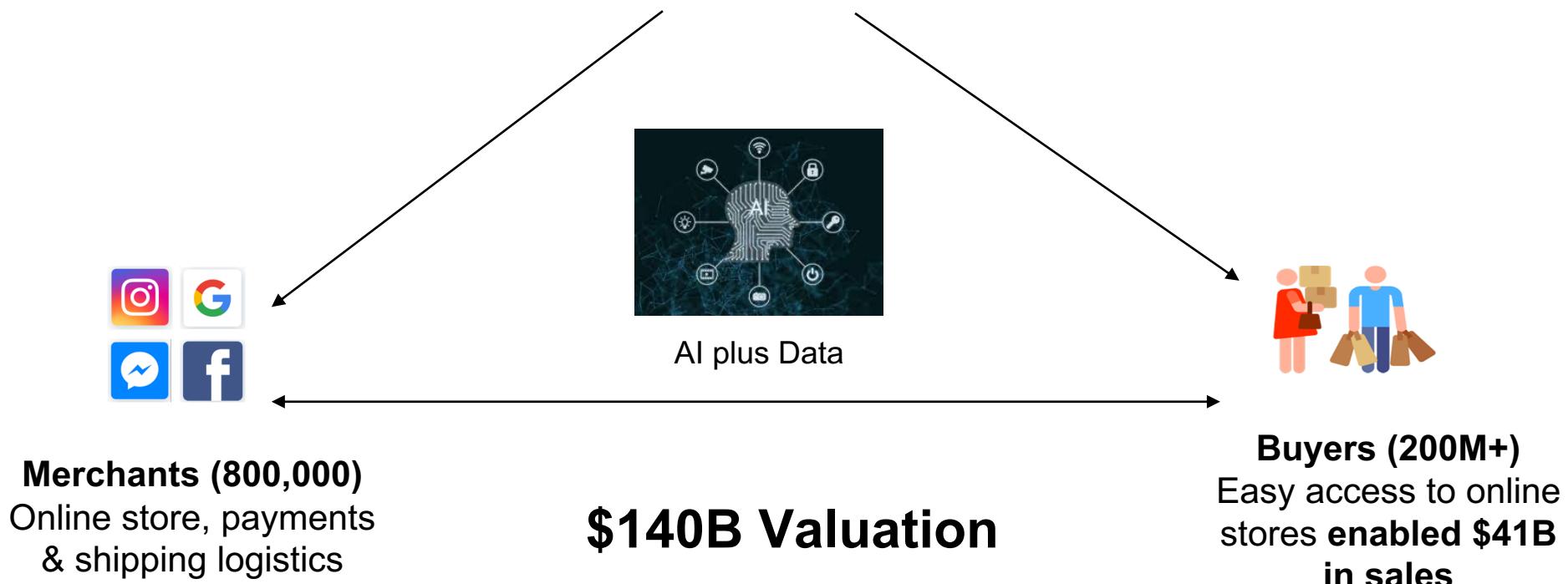


Riders (99M active)
Cars when & where
you need it

\$105B
Valuation



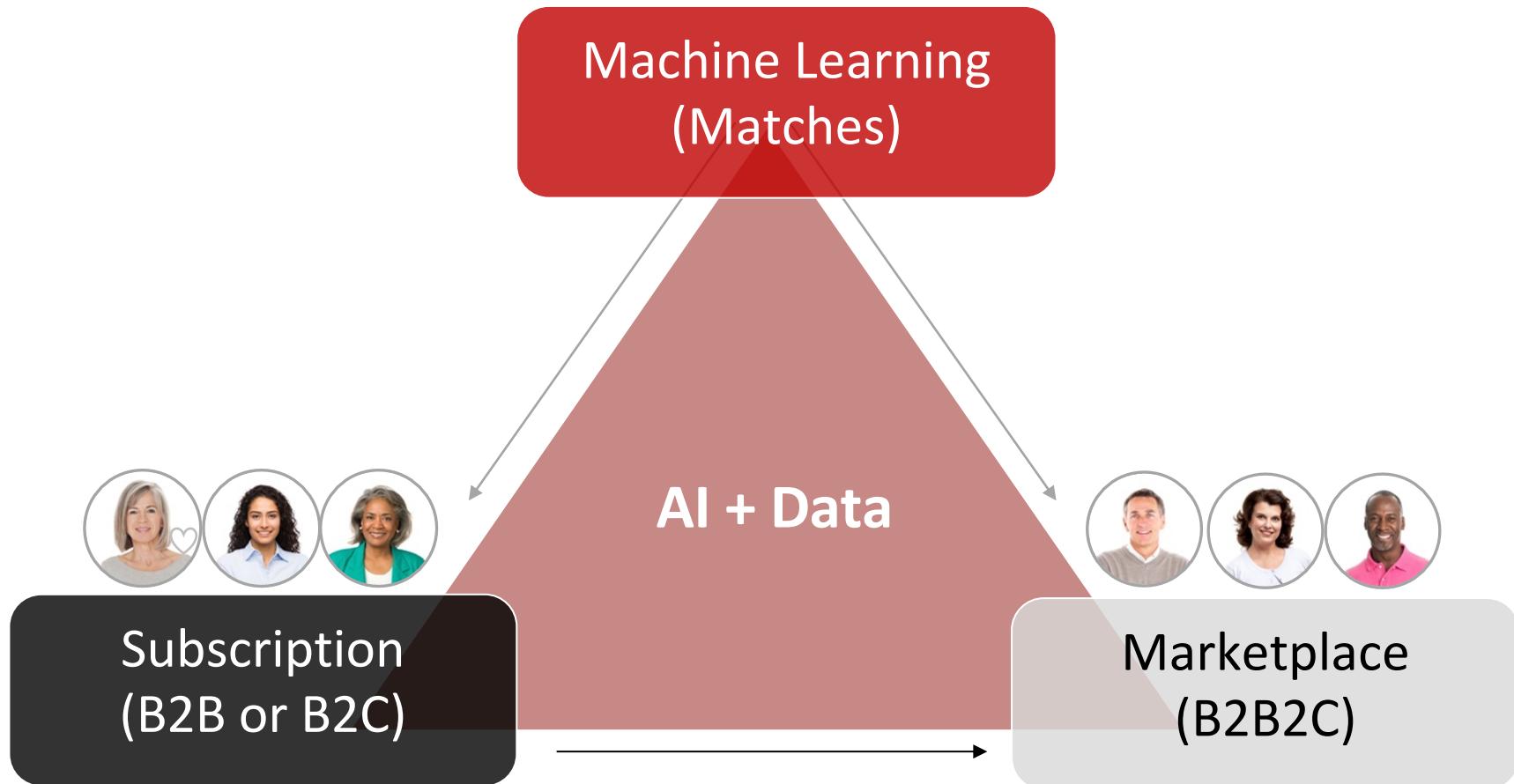
Shopify's app store is a marketplace for apps.



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>