

# Análisis Arquitectura de Plataformas



## Diseño original:

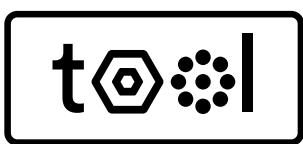
Parker, G. G., Alstyne, M. V. W., & Choudary, S. P. (2017). *Platform Revolution: How Networked Markets Are Transforming the Economy and How to Make Them Work for You*. W. W. Norton & Company.

## Adaptación:

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PROBLEM / OPPORTUNITY	KEY REFERENCES (CONTENT)	CORE INTERACTION (VALUE UNIT + FILTER)		CONSUMER	PRODUCT / SERVICES
	KEY REFERENCES (SUPPLIERS)	KPI       DATA		PULL CONSUMER	
ALTERNATIVES				CURRENCY CONSUMER	
KEY PARTNERS	KEY ACTIVITIES			MATCH	INFORMATION
OWNER		CONTROL POINTS		CURRENCY PRODUCER	
	COST STRUCTURE			PULL PRODUCER	
	MONETIZATION	KEY CONNECTIONS / INTEGRATIONS		PRODUCER	FACILITATE

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