

























# 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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ToolTec

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

