

INFO5992 Introduction to IT innovation

Tutorial 06

Platform Business Models

Pre-reading “Pre-Reading-Capturing_Rewards_of_Platform_Business Models.pdf”

Recommended reading sections: pages 2-5

Platforms around us

We regularly tap into different platforms to get things done. Think about where you do your shopping, find entertainment, order meals, get answers for your questions, finding inspirations, do they fit into the platform business model? Discuss with your group members and list 5 platform businesses and categorize them into the **three types** mentioned in the pre-reading material:

- Sales/services
- Marketplace
- Peer-to-peer

Choose one of the platforms and analyse it in more details.

From the list of platform-businesses you have created, choose one platform, and analyse it from the following perspectives:

- Does the platform provide **value in the areas** of ‘search’, ‘trust’, ‘financial transactions’ and ‘physical/digital delivery’? If it does, then describe the values it has provided.
- Recall lecture content about players in a **platform ecosystem**: ‘producers’, ‘consumers’, ‘platform providers’ and ‘platform owners’, try to identify the relevant players for your chosen platform.
- How does your chosen **platform business monetize from its platform**? **Monetization** can be direct: **sales commission, subscription, or transaction based**. Monetization can also be indirect: **advertisement or monetizing from client data**.