

De produtos a
plataformas

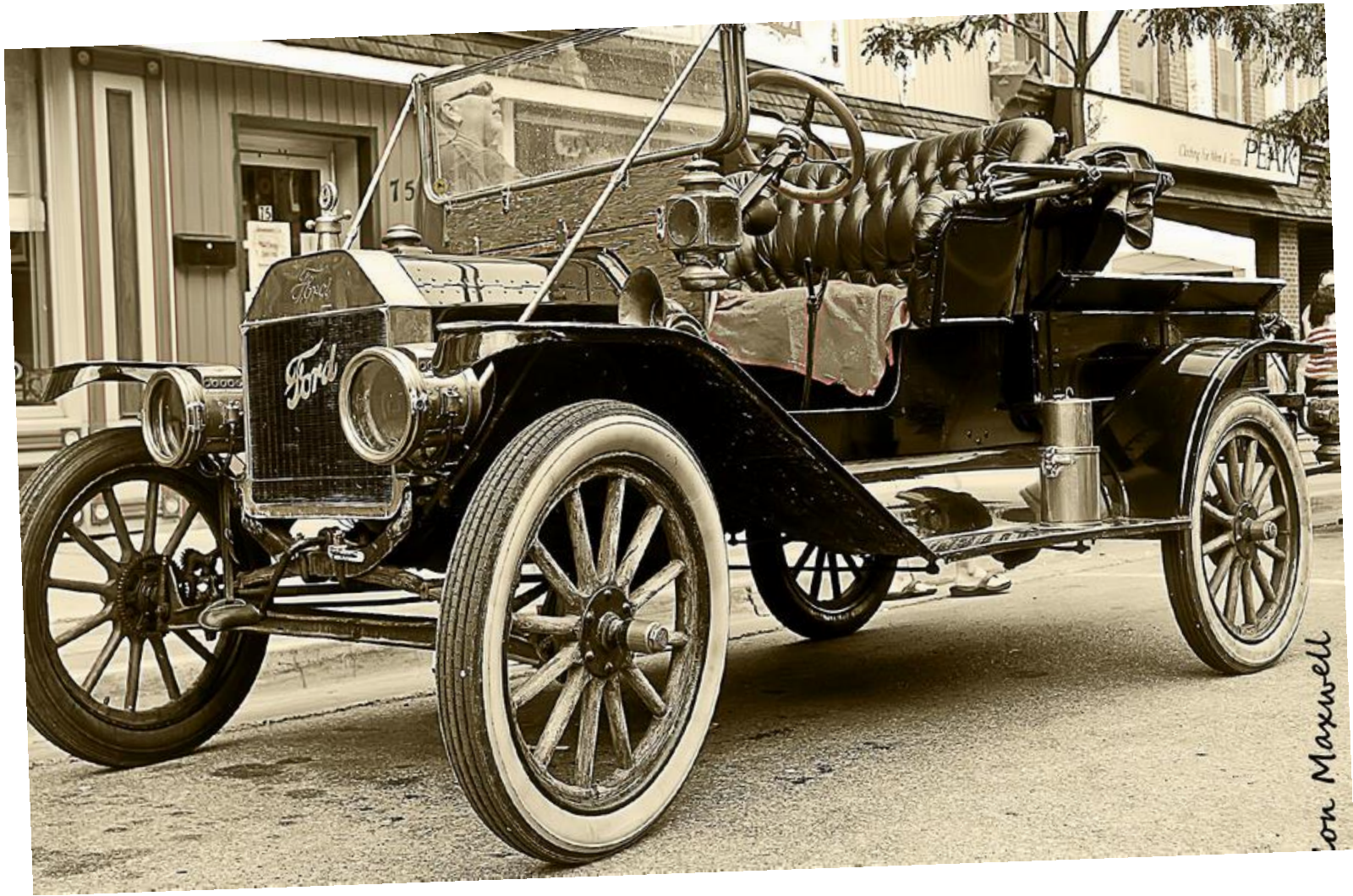
Giovani Salvador

Transformação Digital

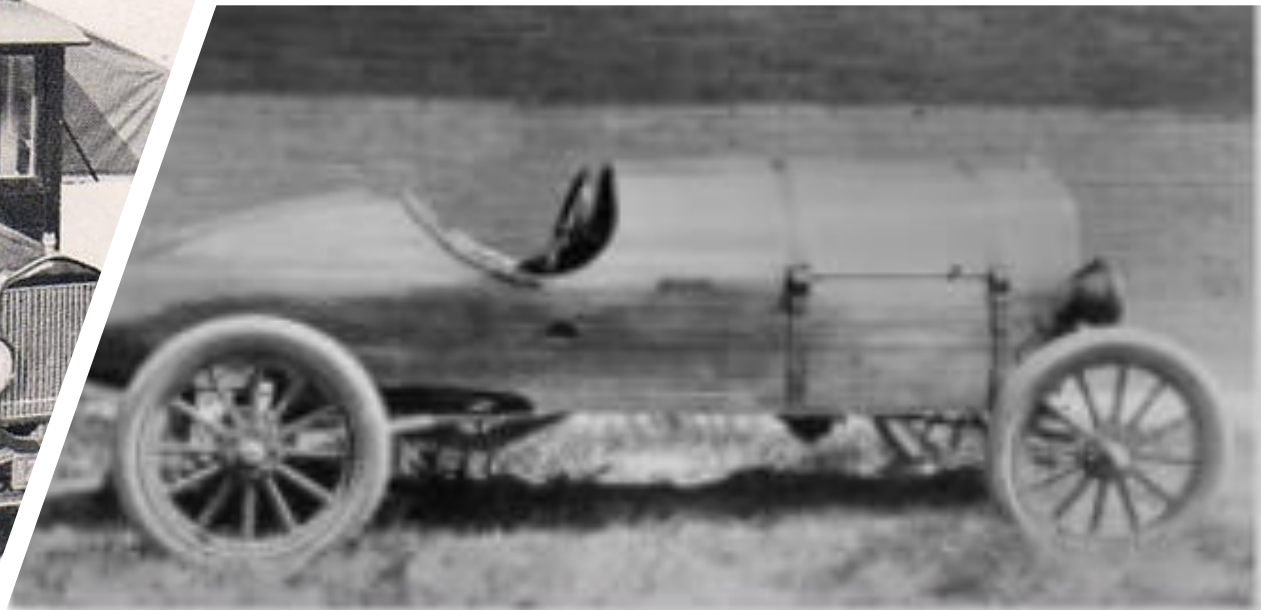
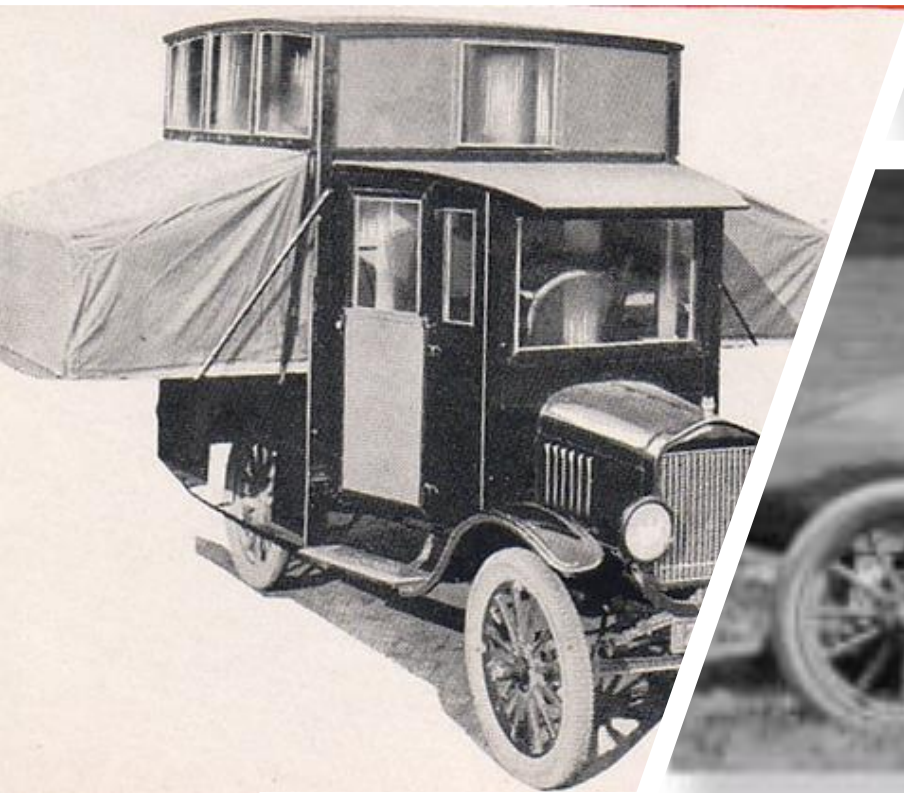
Apresentação com base em meu curso no MIT – Digital transformation

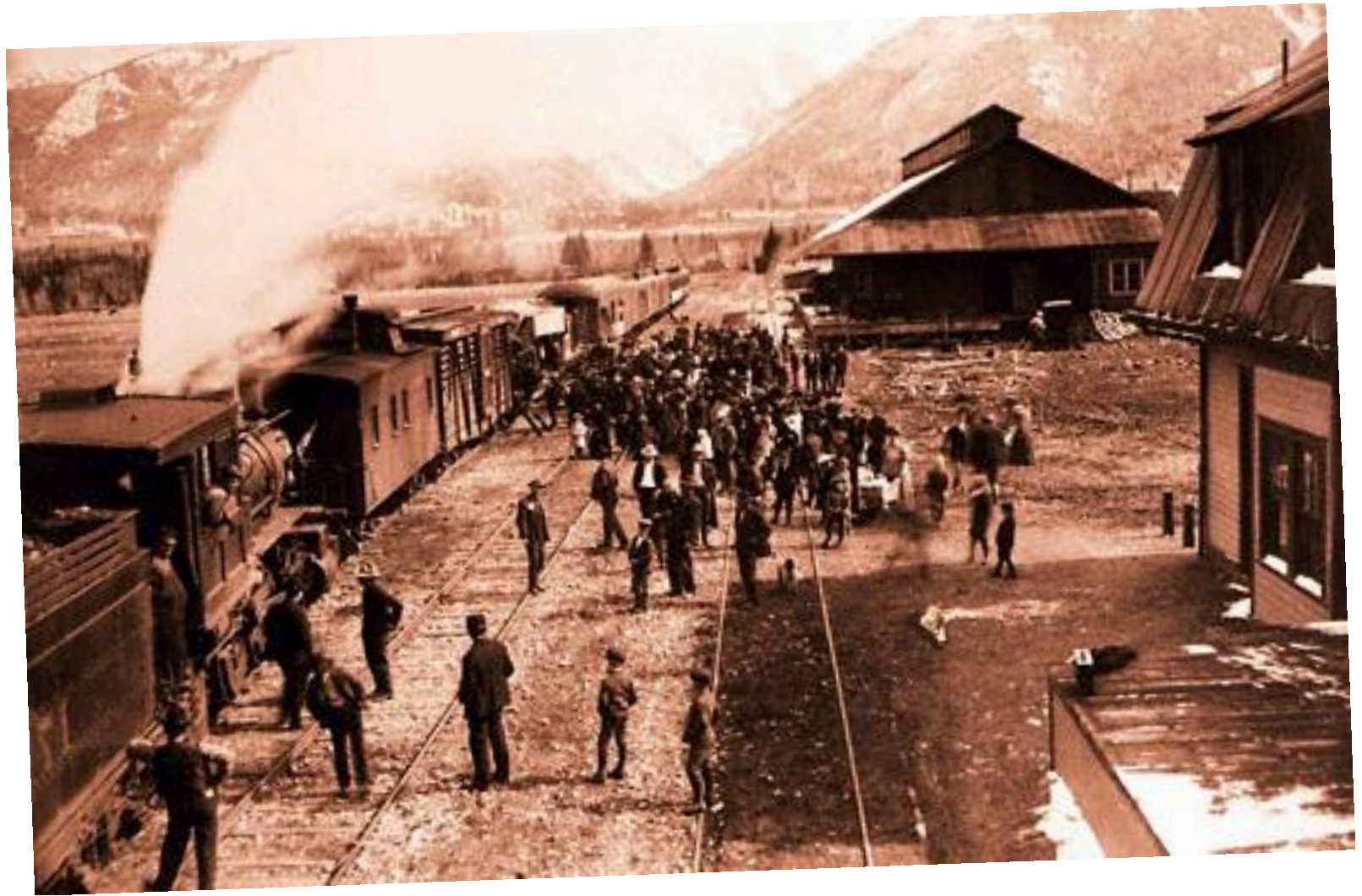
Sobre mim

- Um dos fundadores do RSJUG
- Homeschooler
- Professor na Uniritter
 - Aulas na Facensa e Ulbra
- Enterprise Architecture Team Leader no Agibank
 - IT coordinator na AGCO
 - IT coordinator no Sicredi
 - IT Manager na Dell
 - Dev Lead na Dell
 - Desenvolvedor na Procergs
- Mestrado na PUC
 - Pós na UFRGS
 - Graduação na ULBRA
 - Curso Digital Transformation no MIT



John Maxwell

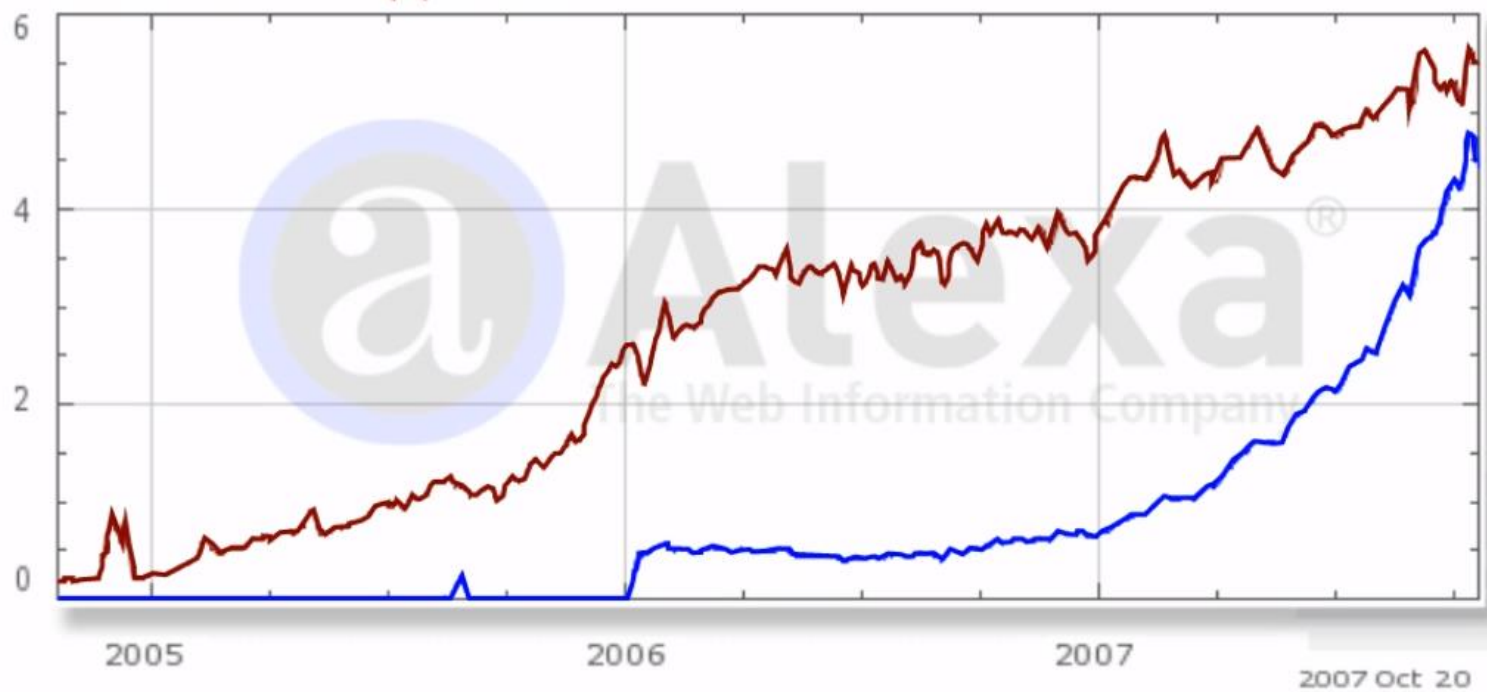




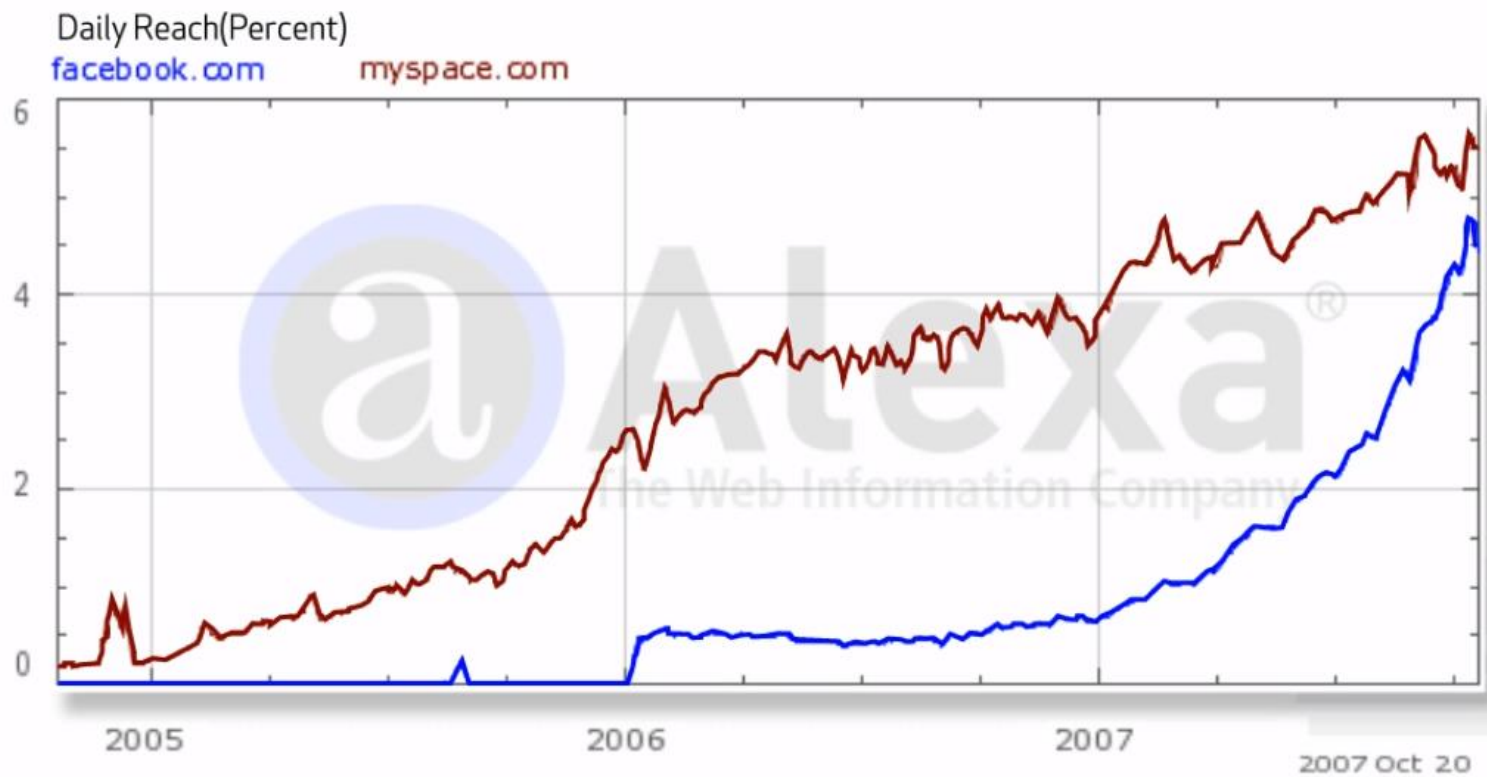
O que é plataforma

“A platform is a system that can be adapted to countless needs and niches that the platform’s original developers **could not possibly have contemplated**”

Marc Andreessen – Co-fundador da Netscape

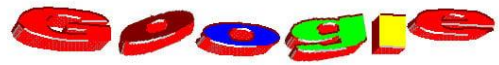


Source: The Rise & Infamous Fall of MySpace – Business Week 2011

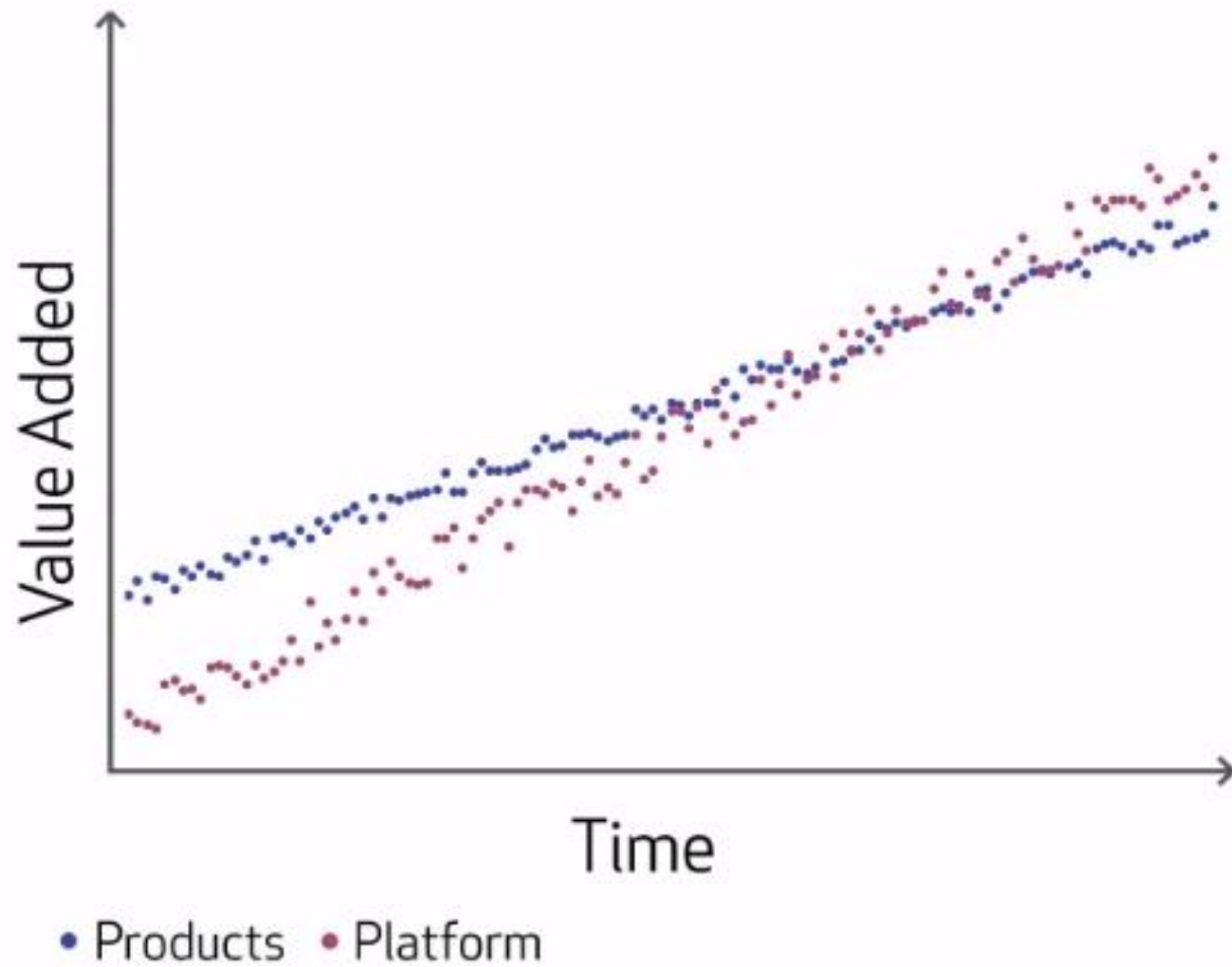


Source: The Rise & Ignominious Fall of MySpace – Business Week 2011

"We tried to create every feature in the world and said, 'O.K., we can do it, why should we let a third party do it? We should have picked five to ten key features that we totally focused on and let other people innovate on everything else.'" – Chris DeWolve

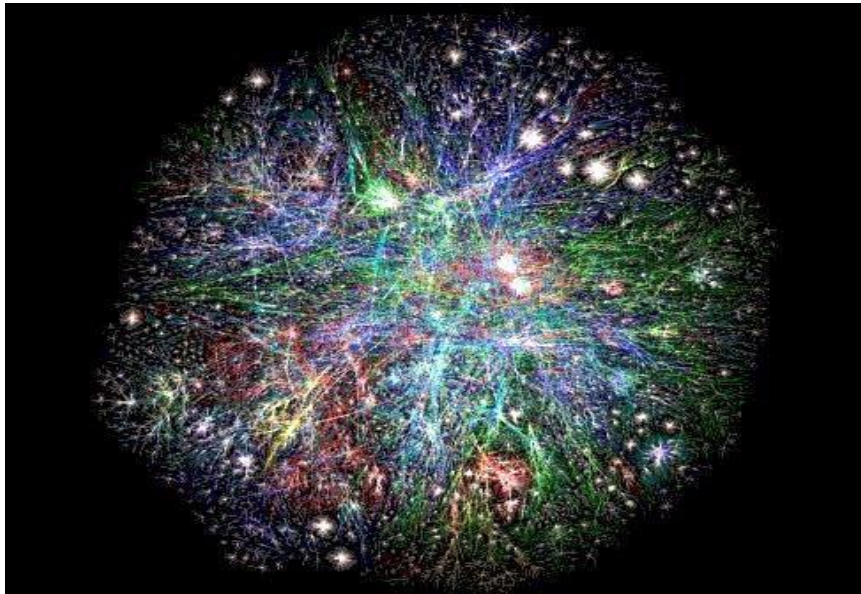


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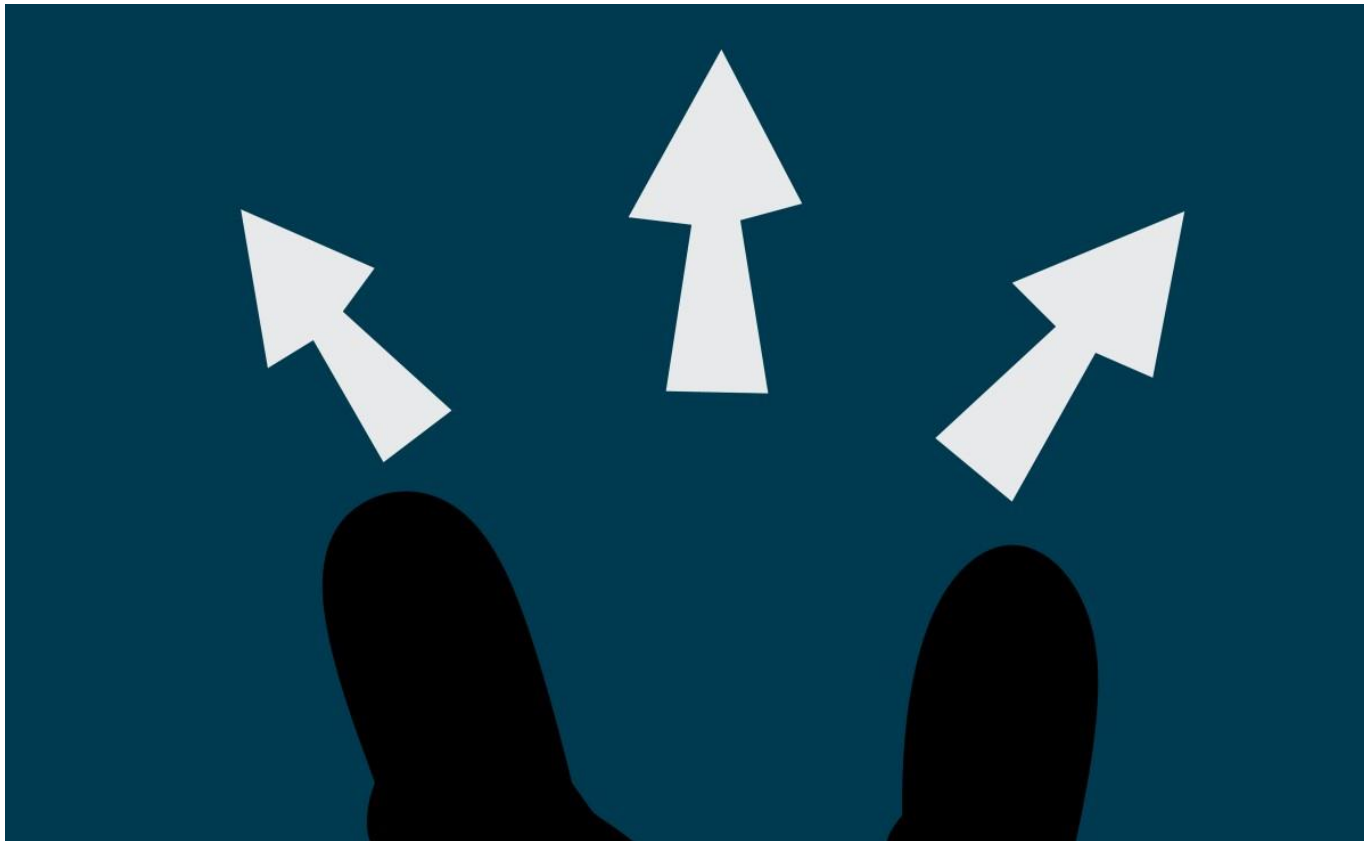
Porque?

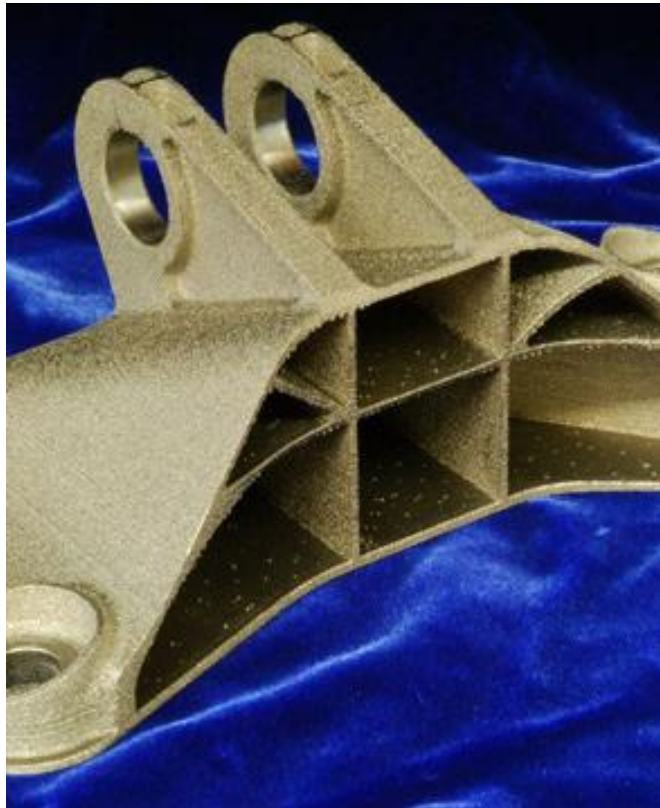
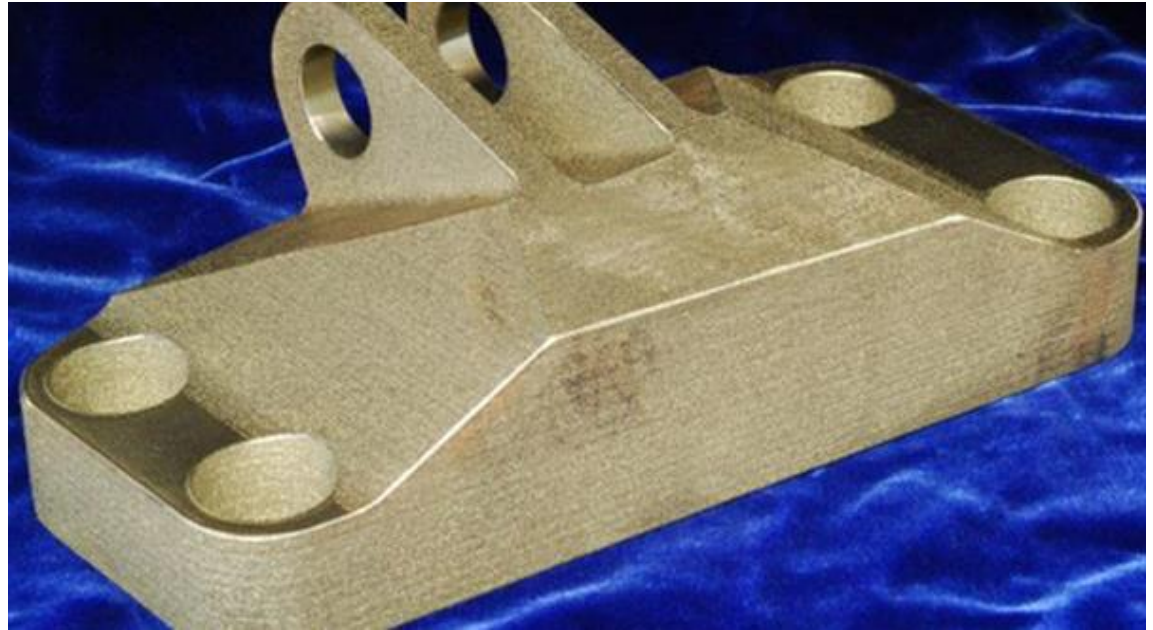
Network Effect



Criar -> Gerar conteúdo -> Demanda -> Melhorar a oferta

O que fazer?





Open Innovation

Open Innovation

Closed Innovation	Open Innovation
As pessoas mais espertas trabalham para nossa empresa	Nem todas as pessoas espertas trabalham para a gente
Nosso R&D é quem inova	R&D externo pode ajudar a criar valor
Se a gente descobrir, chegaremos no mercado antes	Não temos de originar a ideia para tirarmos proveito
Se formos os primeiros a comercializar, venceremos	“Coopetição”
Se criarmos as melhores ideias na indústria, nós vencemos	Se fizermos os melhores usos dos recursos internos e externos, nós vencemos
Devemos controlar nossa Propriedade intelectual para que os competidores não lucrem com ela	Porque não nos beneficiarmos das ideias dos outros, até mesmo comprando a propriedade intelectual?

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Estratégias para lançamento de plataforma

myspace



YouTube

Piggyback

Single Side
E os cuidados com
“multiple sides”



Follow the Rabbit



amazon



aws marketplace



Marquee

Producer Evangelism





Twitter blows up at SXSW Conference



Nick Douglas

03/12/07 07:25PM Filed to: NEXT BIG THING



13.43K



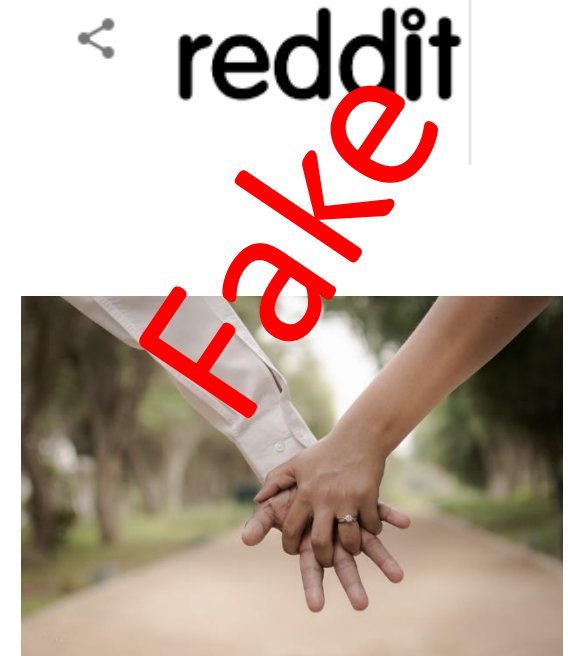
This image was lost some time after publication, but you can still view it [here](#).

One-line one-to-many messaging service **Twitter** is aflame during the South by Southwest Interactive conference. The techies, bloggers, and various citizenry-of-media are pumping the service with constant web, IM and SMS messages. Twitter staffers Jack and Alex tell me that the site, which normally carries around 20 thousand messages a day, broke 60 thousand a day this weekend. This traffic boost should add a strong layer of new permanent users. In the next year, Twitter could make a Facebook-sized blowup among the general public.

Big Bang



Micro
(niche)
Market



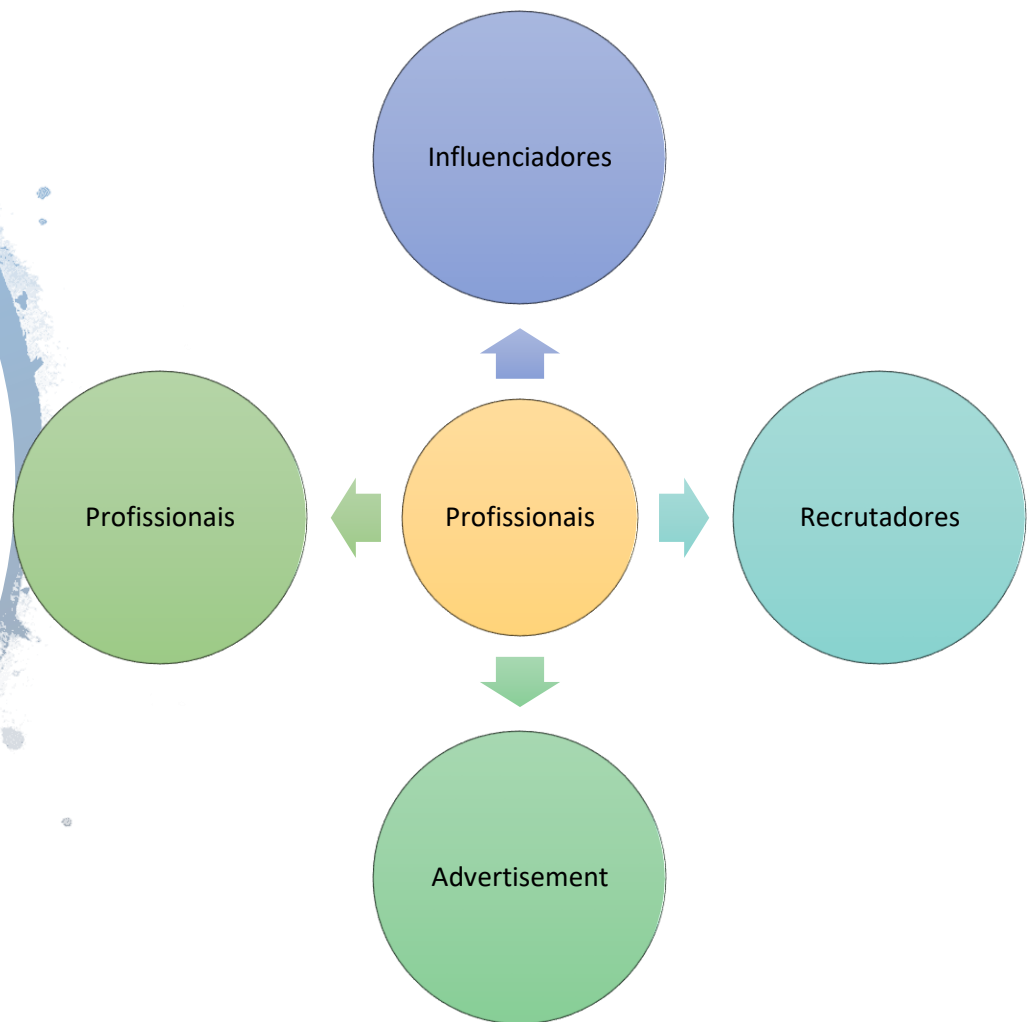
Seeding

MVP

Minimum Viable
Platform



- Criação de perfil e conexão entre profissionais
- Posts de profissionais e comentários
- Adição de Jobs/recruiters
 - Adição de um outro perfil
- Líderes impulsionando posts
 - Influencer



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Monetizando plataformas



- Percentual da transação – Princípio: Não pegue muito
- Cobrar de um grupo específico
- Cobrar por atenção – Princípio: apresentar a propaganda de acordo com as preferências do usuário
- Cobrar por ferramentas mais avançadas



Governando plataformas

Search

Info

Tell a Friend



I Am Rich

Armin Heinrich

★ ★ ★ ★ ★ 275 reviews

\$999.99

Art & Lifestyle - Not for everyone

The red icon on your iPhone or iPod touch always reminds you (and others when you show it to them) that you were able to afford this.



ebay[™]

- Quem pode participar da plataforma
- O que não é aceitável
- Encoraje a comunidade a apontar comportamento inapropriado.
- Prêmio para “key users”
- Regras de resolução de conflitos

O futuro de plataformas

Disruption Prediction: By Industry

	Media	Services	Education	Finance	Health	Energy	Government
Information Intensity	High	High	High	High	High	High	High
Gatekeeper Cost	High	High	High	High	High	High	High
Fragmentation	High	High	High	High	High	Medium	Low
Information Asymmetry	High	High	High	High	High	Medium	Medium
Spare Capacity	High	High	High	Medium	Medium	Medium	Low
Regulation	Low	Medium	Medium	High	High	High	High
Failure Costs	Low	Medium	Medium	High	High	High	High
Asset Intensity	Low	Low	Medium	Medium	High	High	Medium
Disruption Potential	High	High	High	Medium	Medium	Low	Low



Reflexão