

SESSIONS

PRE-SUMMIT EXECUTIVE WORKSHOP - 16/09/2019

Platform Economy Summit Europe

16-19 September 2019
Frankfurt Marriott Hotel
Frankfurt

Registration & Welcome Coffee

13:00 - 13:30

Welcome, warm-up and introduction

13:30 - 13:45

Participants

Simon Torrance - Chair, Platform Economy Summit & Author, New Growth Playbook

How platform business models work; best case studies; 10 types of platform strategy

13:45 - 14:45

Participants

Simon Torrance - Chair, Platform Economy Summit & Author, New Growth Playbook

Platform Execution - Best practice: How to create network effects, identify control points, define metrics, and implement successful monetization strategies

14:45 - 16:15

The session is built off workshop content delivered at more than 800 clients globally over the last 9 years.

Participants

Sangeet Paul Choudary - Co-Author, Platform Revolution

The 5 steps to RENEW transform your company's business model

16:15 - 17:00

Participants

Simon Torrance - Chair, Platform Economy Summit & Author, New Growth Playbook

Sangeet Paul Choudary - Co-Author, Platform Revolution

Close of Pre-Summit Executive Workshop

17:00 - 17:05

SCHEDULE

PRE-SUMMIT EXECUTIVE WORKSHOP - 16/09/2019

Platform Economy Summit Europe

16-19 September 2019
Frankfurt Marriott Hotel
Frankfurt

TIME	
13:00	13:00 - Registration & Welcome Coffee 13:30 - Welcome, warm-up and introduction 13:45 - How platform business models work; best case studies; 10 types of platform strategy
14:00	14:45 - Platform Execution - Best practice: How to create network effects, identify control points, define metrics, and implement successful monetization strategies
15:00	
16:00	16:15 - The 5 steps to RENEW transform your company's business model
17:00	17:00 - Close of Pre-Summit Executive Workshop

Registration & Welcome Coffee

08:00 - 08:30

Agenda, Warm-up, Welcome

08:30 - 09:00

Participants

Simon Torrance - Chair, Platform Economy Summit & Author, New Growth Playbook

Opening Keynote: How is the European Union planning to stimulate and regulate the market to support innovation and productivity as well as manage potential harms?

09:00 - 09:20

Participants

Werner Stengg - Head of Unit, E-Commerce and Platforms, European Commission

Status and future of the Platform Economy

09:20 - 10:00

The world's eight most valuable companies operate platform-based business models and are dominating more and more of our daily lives. 70% of the world's Unicorn start-ups are platforms. At a time of abundant capital and ever accelerating technology sophistication, every sector has the potential to be enabled - and disrupted - by platform business models and new commercial ecosystems. This is a true paradigm shift, creating an unprecedented challenge to traditional economies and societies.

In this session we look in-depth at the current status of the platform phenomenon and how it will evolve:

- How do platform business models radically change the way value is created and captured?
- How are the business models of the US and Chinese platform giants evolving? Which new sectors are they entering? What new platform Unicorns are emerging? What could their collective impact be, on business and society?
- Will US or Chinese platform models dominate? How can Europe create its own unique approaches?
- How are traditional organisations, in the private and public sectors, responding? What approaches are working/not working?
- How is the European Union planning to stimulate and regulate the market to support innovation and productivity as well as manage potential harms?

New analysis will be shared and a world-expert panel will explore the topic from multiple perspectives, to provide a foundation for the rest of the Summit.

Participants

Werner Stengg - Head of Unit, E-Commerce and Platforms, European Commission

Prof Marshall Van Alstyne - Professor, MIT IDE

Sangeet Paul Choudary - Co-Author, Platform Revolution

Simon Torrance - Chair, Platform Economy Summit & Author, New Growth Playbook

Sectors without borders – a \$60 Trillion disruption?

10:00 - 10:30

Digitization is causing a radical reordering of traditional industry boundaries. Forecasts suggest that around \$60 trillion could be mediated by digital platforms and ecosystems in 10 years time, roughly 30% of global economic activity.

In this session McKinsey Global Institute shares its latest economic analysis:

- What new ecosystems are likely to emerge, and how much value will they control?
- What roles are available to different players: orchestrate, participate, enable, or all three?
- What do firms need to do now to win in tomorrow's ecosystems?

Participants

Jacques Bughin - Senior Partner & Director, McKinsey & Company

Morning Coffee and Networking Break

10:30 - 11:15

Lessons from China - Ultra intelligent AI platforms in action

11:15 - 11:45

Participants

Wanli Min - Founder & CEO, North Summit Capital

The Secrets of the Unicorns

11:45 - 12:30

How have visionary entrepreneurs leveraged platform business models to create billion dollar ventures in record time? What can business and society learn from some of Europe's leading Unicorns? And what's needed to create more of them? How can traditional business and society 'fightback' against old ways of thinking and acting and embrace these new business models?

Participants

Moderator: Linda Rubin - CFO, FoundersLane

Felix Staeritz - CEO & Co-Founder, FoundersLane

Daniel Krauss - Co-Founder, FlixMobility

Daniel Puschmann - Managing Director, NuCom Group

Networking Lunch (+ special case study)

12:30 - 13:30

13.00-13.20 **Creating start-up platforms: Lessons from the frontline**

Mathias Ockenfels, Partner, Speedinvest

Yannis Niebelschütz, Founder & CEO, CoachHub

Participants

Mathias Ockenfels - Partner, Speedinvest

Yannis Niebelschütz - Founder & CEO, CoachHub

Showcase – European businesses fighting back

13:30 - 14:30

Some forward-thinking European businesses are boldly adopting platform-based business models to fightback against disruption as well as old ways of thinking about growth and value creation. We showcase key learnings from Europe's biggest home appliances manufacturer, a 'mittelstand' industry 4.0 leader, and a technology platform created by a consortium of European corporations.

Participants

Moderator: Jennifer Schenker - Founder and Editor-in-Chief, The Innovator

Mario Pieper - Chief Digital Officer, BSH Home Appliances Group

Ulrich Faisst - Digital Transformation Officer, Trumpf

Benoit Legrand - Chief Innovation Officer, ING

How to Cross the Chasm?

14:30 - 15:00

Turning strategic intent into reality is extremely challenging when you come face-to-face with the market. It's hard enough for start-ups and tech firms, it's even tougher for incumbent corporates who have much less experience creating and selling 'digital solutions' at scale. We learn from a Silicon Valley veteran about the skills and tools needed to market and sell hi-tech products to low-tech customers.

Participants

Philip Lay - Senior Advisor, Chasm Group

Michael Stephanblome - Investor & Venture Partner, Eight Roads Ventures Europe

Afternoon Coffee & Networking Break

15:00 - 15:45

Impact on the Economy & Society

15:45 - 16:45

Platforms have the potential to enable new ecosystems of innovation that can address many societal challenges such as clean energy, transportation, education, food production, elderly care as well as general wellness. Platforms are already changing the way work is undertaken, with significant implications for traditional forms of employment and sources of income. But, at the same time, monopolistic tendencies and the proliferation of fake news threaten trust in the system.

In this session we look at:

- Where and how in practice can platforms enable socioeconomic benefits?
- Which public sectors are ripest for innovation? What are the best examples?
- What new forms of public-private cooperation is needed to create efficient 'systems' of interaction and transaction?
- How can government regulation engender trust and innovation and avoid the dangerous proliferation of social and commercial harms?

Participants

Prof Annabelle Gawer - Author, The Business of Platforms

Mark Cliffe - Chief Economist, ING

Kaj Pyyhtiä - Chief Strategic Partnership Officer, Co-Founder, MaaS Global

Cristian Citu - Digital Transformation Lead, World Economic Forum

Impact on Business Strategy

16:45 - 18:00

Surveys of incumbent business leaders consistently demonstrate deep concern that current business models are not economically viable as digitalisation bites. Platform business models are the most powerful on the planet, yet traditional organisations find it very hard to create, incorporate, or compete with them. Less than 2% of organisations have an effective platform strategy today.

In this session we look at:

- How 'business strategy' needs to be re-conceived for the platform economy
- How to re-allocate capital more effectively to take advantage of new growth opportunities
- How to create synergistic business model centric portfolios
- What types of organisational structures and metrics work best
- What new skills and mindsets are needed to win in the platform economy

Participants

Michael Jacobides - Sir Donald Gordon Chair of Entrepreneurship & Innovation, London Business School

Markus Pertlwieser - Chief Digital Officer, Deutsche Bank, Private Clients

Thomas Lallinger - CEO, Financial and Entrepreneurial Risks, Munich Re

Carsten Linz - SVP, Group Digital Officer, BASF

Peter Koerte - SVP Strategy, Siemens Healthineers

Gala Networking Evening

19:30 - 21:30

PLUS special guest speaker Sebastian Copeland on climate change: how to address it with platform and ecosystem thinking

Participants

Sebastian Copeland - Explorer & Founder / CEO, SEDNA Foundation

SCHEDULE

SUMMIT DAY 1 - 17/09/2019

Platform Economy Summit Europe

16-19 September 2019
Frankfurt Marriott Hotel
Frankfurt

TIME	
08:00	08:00 - Registration & Welcome Coffee 08:30 - Agenda, Warm-up, Welcome
09:00	09:00 - Opening Keynote: How is the European Union planning to stimulate and regulate the market to support innovation and productivity as well as manage potential harms? 09:20 - Status and future of the Platform Economy
10:00	10:00 - Sectors without borders – a \$60 Trillion disruption? 10:30 - Morning Coffee and Networking Break
11:00	11:15 - Lessons from China - Ultra intelligent AI platforms in action 11:45 - The Secrets of the Unicorns
12:00	12:30 - Networking Lunch (+ special case study)
13:00	13:30 - Showcase – European businesses fighting back
14:00	14:30 - How to Cross the Chasm?
15:00	15:00 - Afternoon Coffee & Networking Break 15:45 - Impact on the Economy & Society
16:00	16:45 - Impact on Business Strategy
17:00	
18:00	
19:00	19:30 - Gala Networking Evening

Registration & Morning Coffee

08:00 - 08:30

Agenda, Warm-Up, Welcome

08:30 - 09:00

Participants

Simon Torrance - Chair, Platform Economy Summit & Author, New Growth Playbook

Impact of new technology on the platform economy

09:00 - 09:45

Technology is accelerating in capability and power at unprecedented speed. Blockchain ('Distributed Ledger Technology') and AI in particular, supported by cloud-based computing, have the potential to enable new levels of business model innovation, and even disrupt today's dominant platform businesses. In this session we go deep into explaining the power of these technologies and how and when leaders should best think about deploying them. In particular we look at:

- Which accelerating technology will have the biggest impact which business models by when
- How blockchain actually works and where and when it will be most disruptive
- Where AI is most impacting business processes and how it can best be harnessed
- How business architectures need to change to keep up with rapid tech development
- What new digital business models are being unleashed by new technology

Participants

Prof Marshall Van Alstyne - Professor, MIT IDE

Sangeet Paul Choudary - Co-Author, Platform Revolution

Bernd Leukert - Designated Group Management Board Member, Deutsche Bank

Monika Wiederhold - MD, Germany; EVP, Airlines Central and Eastern Europe, Amadeus

Technology in action: The power of APIs, Blockchain, AI

09:45 - 10:30

Participants

Oliver Ogg - Head of Digital Strategy EMEA, Apigee, part of Google Cloud

Philipp Sandner - Head of the Frankfurt School Blockchain Center (FSBC), Frankfurt School of Finance & Management

Dino Scheidt - Vice President of Applied Machine Learning, FoundersLane

Morning Coffee and Networking Break

10:30 - 11:00

Mobility Ecosystems - From Concept to Reality

11:00 - 12:30

Mobility

How to enable the full societal and commercial benefits of Mobility-as-a-Service ('MaaS')? What sorts of new customer experiences can be enabled? How do we truly liberate and leverage data to enable them? How can different interests cooperate for mutual gain? What is the best role for government? What sorts of regulation are needed? How can we change old habits to reduce congestion and pollution? How to create a platform strategy in this context?

Latest analysis, cutting edge case studies + interactive discussion

Participants

Moderator: Stefan Lemper - Venture Partner, Founders Lane

Tamy Ribeiro - Chief Mobility Evangelist, Wunder Mobility

Kaj Pyyhtiä - Chief Strategic Partnership Officer, Co-Founder, MaaS Global

Jürgen Mayntz - EMEA Director, Otonomo

Christian Umbach - Co-Founder & CEO, Xapix Inc

Kalle Graven - Managing Director, Deutsche Bahn

True value from Open Banking

11:00 - 12:30

Financial Services

How quickly is digital disruption impacting financial services markets? What can we learn from Ant Financial and GAFAA? How can we make Open Banking and PSD2 really work for all parties? What are the emerging platforms and ecosystems? How to transform existing banking functions and assets into the new? What are key enablers & technologies?

Latest analysis, cutting edge case studies + interactive discussion

Participants

Moderator: Max Floetotto - Partner, McKinsey & Company

Rick Striano - Managing Director, Head of Digital Product Development, GTB, Deutsche Bank

Tim Sievers - Founder & CEO, Deposit Solutions

Juergen von der Lehr - Head of Daily Banking and Payments, ING

From Products to Outcomes

11:00 - 12:30

Manufacturing

As machines of all sizes and types are connected to the internet, new platform-based business models are developing to drive new levels of innovation and efficiency. However industrial manufacturers are still having difficulty working out how best to execute platform and ecosystem strategies. What best practices are actually working to create new value for customers and capture new value for manufacturers?

Latest analysis, cutting edge case studies + interactive discussion.

Participants

Juergen Urbanski - VP Digital Platforms, Airbus Defense & Space

Ulrich Faisst - Digital Transformation Officer, Trumpf

Alexander Röck - Chief Digital Office Mobility, Bosch

Manish Marotkar - General Manager, Siemens Healthineers Digital Ecosystem

Full Stack, Managed and Services Marketplaces

11:00 - 12:30

Next Gen Platforms

Increasingly platforms are having to do much more than just connect buyers and sellers to remain viable. They need to deepen loyalty, increase on-platform spend and counter multi-homing, for example by offering SaaS workflow tools and combining offline and online experiences. At the same time new markets, like niche SMB and professional service sectors, are opening up to the platform model. This session looks in depth at the new opportunities emerging in this space, and shares best practice from across the world, including one of Japan's oldest and most successful platform businesses.

Participants

Brendan Walsh - EVP of Sales, Mirakl

Hidetaka Kawashima - Executive Manager, Recruit Holdings

Bjarke Meds Sejersen - VP of Digital, Satair

Networking Lunch (+ special case study on 'Finding White Spaces')

12:30 - 14:00

13.20-13.50 Finding White Spaces

How, in practice, can you find and grow high value new platform opportunities in niche markets within traditional sectors? Case study from the CPG sector.

Participants

Shoeb Khan - Co-Founder, Kuwait LBO

Farouq Sultan AlEisa - CEO, Al Faysal Industrial Group

Corporate Innovation, Ventures and M&A

14:00 - 15:30

Corporate Innovation, Ventures and M&A

Creating new business models – especially digital platforms and ecosystems – requires new and very different talent. Entrepreneurs are the best at driving digital ventures to scale and success, but they are rarely attracted to work for incumbent corporates (the incentives, metrics and cultures are often alien). M&A ('Acquihiring') can be risky. New approaches to co-creation between corporates and tech entrepreneurs to drive innovation are critical to overcoming these challenges and helping corporates grab new market opportunities fast. But significant changes are required in corporate culture and organisation to enable these to be successful.

Best practices, case studies + interactive discussion

Participants

Moderator: Stefan Lemper - Venture Partner, Founders Lane

Michael Stephanblome - Investor & Venture Partner, Eight Roads Ventures Europe

Samy Jandali - Vice President, New Business Models, BASF

Karl Popp - Director M&A, Global Business Development & Ecosystem, SAP

Peter Borchers - Founder and Managing Partner, PBO

Alibaba Cloud Executive Workshop - Cloud 2.0 and Intelligent Business Strategy

14:00 - 15:30

Alibaba Cloud Executive Workshop - Cloud 2.0 and Intelligent Business Strategy

The extensive ecosystem of Alibaba Group, ranging from e-commerce, payment, digital entertainment, logistics to cloud computing is a real-life example of platform strategy. Alibaba Cloud, now the world's top 3 IaaS providers, was initially developed to support the huge volume of traffic on the group's e-commerce business, and is then applying the same strategy to enable business transformation in a wide range of sectors by providing a highly scalable and powerful IT infrastructure and intelligence business strategy.

In this session, Alibaba Cloud will share its best practices of how to deploy platform strategy for accelerating digitalization with case studies from the manufacturing, retail and service sectors.

14:00 - 14:15 – How to Deploy Platform Strategy for Accelerating Digitalization in Your Business?

Toni Cheng, General Manager, Alibaba Cloud DACH & CEE Region

14:15 - 14:45 – Panel: What can Platform Make a Change? Cross-industry Case Studies

Moderator: **Han Gust**, Founder PropTech Ventures and Head of Venture Delivery, FoundersLane

Ye Huang, Chief Solution Architect, Alibaba Cloud DACH & CEE Region

Ben Carter, Chief Commercial Officer, B-Secur

14:45 - 15:00 – Technology Keynote: How to Drive Innovation Through Data Platform, an Alibaba Case Study

Yanan Wen, Solution Architect, Alibaba Cloud

15:00 - 15:15 – Keynote: Enhancing Client Experiences through the Platform Economy: Digital in a Physical World

Tom Day, Director, Market Gravity

15:15 - 15:30 – Closing Speech: A Glimpse into the Digitally Empowered Future

Oliver Nauditt, Business Development Manager, Alibaba Cloud DACH & CEE Region

Participants

Toni Cheng - General Manager of DACH & CEE Region, Alibaba Cloud

Ben Carter - CCO, B-Secur

Ye Huang - Chief Solution Architect, Alibaba Cloud

Yanan Wen - Lead Solutions Architect, Alibaba Cloud

Tom Day - Innovation Director, Market Gravity

Oliver Nauditt - Senior Business Development Manager, Alibaba Cloud

API & Data Strategy

14:00 - 15:30

API & Data Strategy

Why and how to develop an API and data strategy? How to enable internal and external developers to create new business models as well improve existing products, systems, and operations? How to plan, build and commercialize API's and allow use of data for democratization of machine learning and AI? What are the success factors and pitfalls? How to explain the importance and power of APIs to non-technical executives and shareholders? Latest research showing the impact on market value of those companies which execute effectively.

Best practices, case studies + interactive discussion

Participants

Moderator: Dino Scheidt - Vice President of Applied Machine Learning, FoundersLane

Oliver Ogg - Head of Digital Strategy EMEA, Apigee, part of Google Cloud

Prof Marshall Van Alstyne - Professor, MIT IDE

Shivaji Dasgupta - CDO AI and Smart Data, Deutsche Bank

Energy & Clean Tech

14:00 - 15:30

Energy & Clean Tech

To achieve climate change goals the world desperately needs to re-think its approach to energy production and the business models underpinning it. Platform thinking and new ecosystems of innovation have the potential to provide clean and sustainable energy for future generations, but we need to understand where and how they can be applied in practice

Best practice from Europe.

Latest analysis, cutting edge case studies + interactive discussion

Participants

Moderator: Johannes Burgard - CEO, Solytic

Uli Huener - Chief Innovation Officer, EnBW

Thilo Kassen - Executive Manager, PRISMA

Claus Wattendrup - Vice President, Solar & Batteries, Vattenfall

SESSIONS

SUMMIT DAY 2 - 18/09/2019

Platform Economy Summit Europe

16-19 September 2019
Frankfurt Marriott Hotel
Frankfurt

Digital Ecosystem Analysis & Design

14:00 - 15:30

Digital Ecosystem Analysis & Design

We are entering a new era where consumers expect a bundle of value propositions to be fulfilled by a single digital ecosystem. In this session we look at different tools and techniques to explore and define a broader ecosystem strategy.

Best practices, case studies + interactive discussion

Participants

Matthias Walter - Founder, Platform Innovation Kit

Julian Kawohl - Professor of Strategic Management, HTW Berlin

Evangelos Avramakis - Head of Digital Ecosystem R&D, Swiss Re

Afternoon Coffee & Networking Break

15:30 - 16:00

Key Lessons & Next Steps

16:00 - 17:30

What are the key actionable insights that leaders can take away from the Summit about: corporate strategy; capital allocation; new technologies; leadership, organisation and skills; venture portfolios; and government regulation.

Participants

Markus Pertlwieser - Chief Digital Officer, Deutsche Bank, Private Clients

Simon Torrance - Chair, Platform Economy Summit & Author, New Growth Playbook

Prof Marshall Van Alstyne - Professor, MIT IDE

Sangeet Paul Choudary - Co-Author, Platform Revolution

Close of Day 2

17:30 - 17:45

SCHEDULE

SUMMIT DAY 2 - 18/09/2019

Platform Economy Summit Europe

16-19 September 2019

Frankfurt Marriott Hotel
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TIME	API & DATA STRATEGY	ALIBABA CLOUD EXECUTIVE WORKSHOP - CLOUD 2.0 AND INTELLIGENT BUSINESS STRATEGY	CORPORATE INNOVATION, VENTURES AND M&A	DIGITAL ECOSYSTEM ANALYSIS & DESIGN	ENERGY & CLEAN TECH	FINANCIAL SERVICES	MANUFACTURING	MOBILITY	NEXT GEN PLATFORMS
08:00	08:00 - Registration & Morning Coffee 08:30 - Agenda, Warm-Up, Welcome	08:00 - Registration & Morning Coffee 08:30 - Agenda, Warm-Up, Welcome	08:00 - Registration & Morning Coffee 08:30 - Agenda, Warm-Up, Welcome	08:00 - Registration & Morning Coffee 08:30 - Agenda, Warm-Up, Welcome	08:00 - Registration & Morning Coffee 08:30 - Agenda, Warm-Up, Welcome	08:00 - Registration & Morning Coffee 08:30 - Agenda, Warm-Up, Welcome	08:00 - Registration & Morning Coffee 08:30 - Agenda, Warm-Up, Welcome	08:00 - Registration & Morning Coffee 08:30 - Agenda, Warm-Up, Welcome	08:00 - Registration & Morning Coffee 08:30 - Agenda, Warm-Up, Welcome
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11:00						11:00 - True value from Open Banking	11:00 - From Products to Outcomes	11:00 - Mobility Ecosystems - From Concept to Reality	11:00 - Full Stack, Managed and Services Marketplaces
12:00	12:30 - Networking Lunch (+ special case study on 'Finding White Spaces')	12:30 - Networking Lunch (+ special case study on 'Finding White Spaces')	12:30 - Networking Lunch (+ special case study on 'Finding White Spaces')	12:30 - Networking Lunch (+ special case study on 'Finding White Spaces')	12:30 - Networking Lunch (+ special case study on 'Finding White Spaces')	12:30 - Networking Lunch (+ special case study on 'Finding White Spaces')	12:30 - Networking Lunch (+ special case study on 'Finding White Spaces')	12:30 - Networking Lunch (+ special case study on 'Finding White Spaces')	12:30 - Networking Lunch (+ special case study on 'Finding White Spaces')

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13:00									
14:00	14:00 - API & Data Strategy	14:00 - Alibaba Cloud Executive Workshop - Cloud 2.0 and Intelligent Business Strategy	14:00 - Corporate Innovation, Ventures and M&A	14:00 - Digital Ecosystem Analysis & Design	14:00 - Energy & Clean Tech				
15:00	15:30 - Afternoon Coffee & Networking Break	15:30 - Afternoon Coffee & Networking Break	15:30 - Afternoon Coffee & Networking Break	15:30 - Afternoon Coffee & Networking Break	15:30 - Afternoon Coffee & Networking Break	15:30 - Afternoon Coffee & Networking Break	15:30 - Afternoon Coffee & Networking Break	15:30 - Afternoon Coffee & Networking Break	15:30 - Afternoon Coffee & Networking Break
16:00	16:00 - Key Lessons & Next Steps	16:00 - Key Lessons & Next Steps	16:00 - Key Lessons & Next Steps	16:00 - Key Lessons & Next Steps	16:00 - Key Lessons & Next Steps	16:00 - Key Lessons & Next Steps	16:00 - Key Lessons & Next Steps	16:00 - Key Lessons & Next Steps	16:00 - Key Lessons & Next Steps
17:00	17:30 - Close of Day 2	17:30 - Close of Day 2	17:30 - Close of Day 2	17:30 - Close of Day 2	17:30 - Close of Day 2	17:30 - Close of Day 2	17:30 - Close of Day 2	17:30 - Close of Day 2	17:30 - Close of Day 2

Registration & Morning Coffee

08:30 - 09:00

Platform Innovation Masterclass: Welcome, Goals, Warm-up

09:00 - 09:30
Masterclass

An intensive day's training for entrepreneurs and start-ups, corporate intrapreneurs and innovators, investors and advisors on how to best to design, build and launch a winning platform business.

Pre-read material; cutting-edge templates and methods; interactive group work on real-life case studies; facilitated by a team of world-class experts and practitioners.

Participants

Matthias Walter - Founder, Platform Innovation Kit

Sabrina Guzman - Managing Partner, Platform Innovation Kit

Intro to Platform Economics

09:30 - 10:30
Masterclass

Short intro to the basics of platform business models & mechanics

Participants

Sabrina Guzman - Managing Partner, Platform Innovation Kit

Matthias Walter - Founder, Platform Innovation Kit

Coffee & Networking Break

10:30 - 11:00

Intro to the Platform Innovation Kit Process

11:00 - 12:30
Masterclass

- Platform Innovation Plan & Kit 3.0 Toolkit
- Ideation, Value Proposition Design, Service Design, Strategy definition
- Learn the toolset of the platform generation

Participants

Presenter: Matthias Walter - Founder, Platform Innovation Kit

Presenter: Sabrina Guzman - Managing Partner, Platform Innovation Kit

Lunch & Networking Break

12:30 - 13:30

Group Work: Value Design of selected Platforms + Q&A

13:30 - 14:30
Masterclass

- Hands-on training of Toolkit core canvases
- Based on B2C & B2B platform case studies
- Learn about platform design & get insights

Participants

Matthias Walter - Founder, Platform Innovation Kit

Sabrina Guzman - Managing Partner, Platform Innovation Kit

Intro & Group Work: Growth Strategies & Network Effects

14:30 - 15:30
Masterclass

- Seed Strategies to solve the Chicken-Egg Problem
- Network Effect & How to stimulate self-empowering growth
- Business Model validation opportunities
- Best Practices & Examples

Participants

Presenter: Matthias Walter - Founder, Platform Innovation Kit

Sabrina Guzman - Managing Partner, Platform Innovation Kit

Coffee & Networking Break

15:30 - 16:00

Group Work: Platform Assessment – Success Factors + Q&A

16:00 - 17:00
Masterclass

- Learn core success factors of platforms
- Assess platforms and learn strength & weaknesses
- Learn how to define the right improvement activities for running platform businesses

Participants

Matthias Walter - Founder, Platform Innovation Kit

Sabrina Guzman - Managing Partner, Platform Innovation Kit

Review of Key Learnings

17:00 - 17:30
Masterclass

Participants

Matthias Walter - Founder, Platform Innovation Kit

Sabrina Guzman - Managing Partner, Platform Innovation Kit

End of Platform Innovation Masterclass

17:30 - 17:35

SCHEDULE

ADDITIONAL TRAINING - 19/09/2019

Platform Economy Summit Europe

16-19 September 2019
Frankfurt Marriott Hotel
Frankfurt

TIME	MASTERCLASS
08:00	08:30 - Registration & Morning Coffee
09:00	09:00 - Platform Innovation Masterclass: Welcome, Goals, Warm-up 09:30 - Intro to Platform Economics
10:00	10:30 - Coffee & Networking Break
11:00	11:00 - Intro to the Platform Innovation Kit Process
12:00	12:30 - Lunch & Networking Break
13:00	13:30 - Group Work: Value Design of selected Platforms + Q&A
14:00	14:30 - Intro & Group Work: Growth Strategies & Network Effects
15:00	15:30 - Coffee & Networking Break
16:00	16:00 - Group Work: Platform Assessment – Success Factors + Q&A
17:00	17:00 - Review of Key Learnings 17:30 - End of Platform Innovation Masterclass