



Platform Strategy: Building and Thriving in a Vibrant Ecosystem

Date: Spring 2024

Location: Live Online

Day 1

8:00 AM - 10:00 AM EST

Introduction/What is a Platform

Pierre Azoulay

Day 2

8:00 AM - 10:00 AM EST

Value Creation from Platforms

Pierre Azoulay

Day 3

8:00 AM - 10:00 AM EST

Seeding a Platform

Catherine Tucker

Day 4

8:00 AM - 10:00 AM EST

Coring a Platform

Pierre Azoulay

Day 5

8:00 AM - 10:00 AM EST

Extracting Value from Platforms

Catherine Tucker

Day 6

8:00 AM - 10:00 AM EST

Extracting Value From Platforms, Pt. 2

Catherine Tucker

Day 7

8:00 AM - 10:00 AM EST

Akamai Case

Pierre Azoulay

Day 8

8:00 AM - 10:00 AM EST

Evolving Alongside a Platform

Catherine Tucker

Day 9

8:00 AM - 10:00 AM EST

Platformizing a Product

Pierre Azoulay

Day 10

8:00 AM - 11:00 AM EST

Project Report out and Course Wrap up

Pierre Azoulay, Catherine Tucker

****Optional faculty chats available for scheduling between Day 9&10****

Schedule subject to change

Platform Strategy: Building and Thriving in a Vibrant Ecosystem

Fall 2024

Day 1 - Live Online

8:00 AM - 10:00 AM EDT

Introduction & What is a Platform

Pierre Azoulay

This session will be live online. Please use the Zoom link on the Welcome tab to join

Day 2 - Cambridge, MA

8:00 AM - 8:30 AM EDT

Registration & Breakfast

8:30 AM - 10:15 AM EDT

Value Creation from Platforms

Pierre Azoulay

10:15 AM - 10:30 AM EDT

Break

10:30 AM - 12:00 PM EDT

Coring a Platform

Pierre Azoulay

12:00 PM - 1:00 PM EDT

Lunch

1:00 PM - 2:45 PM EDT

Seeding a Platform

Pierre Azoulay

2:45 PM - 3:00 PM EDT

Break

3:00 PM - 5:00 PM EDT

Akamai Case

Pierre Azoulay

5:00 PM - 6:00 PM EDT

Reception

Day 3 - Cambridge, MA

8:00 AM - 8:30 AM EDT **Breakfast**

8:30 AM - 10:00 AM EDT **Extracting Value from Platforms**
Pierre Azoulay

10:00 AM - 10:15 AM EDT **Break**

10:15 AM - 12:00 PM EDT **Extracting Value From Platforms, cont.**
Pierre Azoulay

12:00 PM - 1:00 PM EDT **Lunch**

1:00 PM - 2:30 PM EDT **Evolving Alongside a Platform**
Pierre Azoulay

2:30 PM - 2:45 PM EDT **Break**

2:45 PM - 4:00 PM EDT **Finding a Platform in Your Product**
Pierre Azoulay

Day 4 - Live Online

8:00 AM - 9:45 AM EDT **Organizing for Platform Innovation**
Pierre Azoulay

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9:45 AM - 10:00 AM EDT **Certificate Ceremony**

Schedule subject to change