Platform Strategy

**Principles**
- Enable value-creating interactions
- Build fluidity
- Enhance existing value propositions
- External innovation
- Positive feedback loops
- Develop communities

**Positioning**
- Single owner/multiple owners
- Aggregator/facilitator/community
- Open vs bounded
- Participant selection
- Own or participate
- Collaboration vs competition

**Design**
- Focused value creation
- Orchestration and facilitation
- Transparency & information boundaries
- Governance structures
- Value for participants
- Focused value creation
- Transparency & information boundaries

**Capabilities**
- User experience
- Reputation measures
- Community management
- Applied analytics
- Build participant visibility
- Promote interactions
- Analyze choices and trade-offs

**Participation**
- Make platform commitments
- Set contingent strategies
- Apply game theory
- Develop negotiation strength
- Participant incentives
- Leverage existing relationships
- Platform extension

**Growth**
- Amplify value from participation
- Build participant visibility
- Promote interactions
- Participation incentives
- Leverage existing relationships

**Future Exploration**
- Futurist
- Keynote speaker
- Strategy advisor