



# Platform Strategy Summit

Welcome!



July 10, 2015

MIT Initiative on the Digital Economy

# Welcome to the IDE

- With the “The Second Machine Age” as catalyst, we’ve successfully launched the Initiative on the Digital Economy
- We are doing everything we can to change the conversation toward how we can optimize the impact of technological innovation
  - By engaging and hosting a broad variety of thought leaders as Advisors and Fellows
  - By continuing to undertake research with rigor and relevance
  - By hosting and participating in purposeful events
  - By challenging the crowd to an “inclusive innovation competition”
  - By developing an Action Learning course and digitally delivered executive education
  - By using the MIT platform to communicate our findings, and influence positive change



# Many thanks to our stakeholders!

- **Industry**

- Founding Member – Accenture
- Members – Amazon, Apptio, Caixa Bank, Dell, GMAC, Media 2050, Northwestern Mutual, Telefonica, Zensar
- Corporate Gifts and Grants – Masdar Institute, Opera Solutions
- CDB Sponsors – BMW, Capgemini Consulting, Haier, HMM, MassMutual, Suruga Bank

- **Foundations**

- Ford, Joyce, Markle, NASDAQ

- **Numerous Individuals**



# Today's logistics

- Tweet to #platformsummit
- Drink from the firehose format, with time for Q&A
- Presentations available on the EventBrite site, with videos to follow
- Restrooms, phones on stun, MIT Guest wifi, public space on 1<sup>st</sup> and 3<sup>rd</sup> floors
- Justin, Tammy and Susan are here to help



# Thanks again for your support

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