MIT IDE

PLATFORM STRATEGY SUMMIT

#PlatformSummit

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M DIGITAL — MIT INITIATIVE ON THE DIGITAL ECONOMY

The MIT Initiative on the Digital Economy is your host

- Technology is racing ahead, exponentially.
- Our organizations (businesses, governments, and educational institutions) are not keeping pace.
- This dichotomy presents a set of Grand Challenges for our times.
- The IDE is creating a solution space and a "can do" approach to address these grand challenges.

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Research Themes

- Productivity, employment and inequality (Erik Brynjolfsson)
  - Roberto Rigobon, David Autor, Tom Kochan, Neil Thompson

- New digital business models (Andy McAfee)
  - Geoffrey Parker, George Westerman, Scott Stern, Christian Catalini

- Social analytics and digital experimentation (Sinan Aral)
  - Dean Eckles, Glen Urban, Renee Gosline

- Big data and information privacy (Sandy Pentland)
  - Catherine Tucker, Stuart Madnick, Michael Siegel

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2016 Convening

Feb – Apr 2016	IDE Seminar Series
March 15, 2016	The On-Demand Economy Conference
May 18, 2016	MIT CIO Symposium
May 19, 2016	IDE Annual Conference
June 20, 2016	Online Exec Ed Offering - Platforms
July 15, 2016	Platform Strategy Summit
Sept – Dec 2016	Action Learning Student Projects
Sept – Dec 2016	Lunch Seminar Series
Sept 27, 2016	IIC Awards @ HUBweek
October 14-15, 2016	CoDE Conference

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Fellowship

- **Digital Fellows**
  - Business Executives – Tod Loofbourrow, Irving Wladawsky-Berger, Michael Schrage
  - Academics – Sunny Tambe, Tom Davenport, Joshua Gans, Shane Greenstein, Lynn Wu, Lorin Hitt
  - Public Policy – Alan Davidson
  - Press – Tim Aeppel

- **Visiting Researchers**
  - Geoffrey Parker, Kristina McElheran, Marshall Van Alstyne

- **Industry Visitors**
  - Accenture, Capgemini, Suruga Bank

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Education

- **Action Learning: Analytics-Lab**

- **Executive Education with Digital Delivery**
  - Platform Strategy (June 20, 2016) http://executive.mit.edu/rev
  - Big Data
  - Digital Transformation
  - Social Influence

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The Inclusive Innovation Competition (IIC)

**MIT IDE
INCLUSIVE
INNOVATION
COMPETITION**

Celebrating organizations that create
economic opportunity in the digital era.

The MIT Initiative on the Digital Economy (IDE) is proud to present the Inclusive Innovation Competition (IIC), an awards program identifying and celebrating organizations that are inventing a more inclusive, productive, and sustainable future for all. The IIC grants one million dollars in prizes to organizations that are reshaping the future of work for people at the middle and base of our economy.

JUN 1   REGISTRATION DEADLINE

JUN 15   APPLICATION DEADLINE AND COMPETITION CLOSE

SEP 27   WINNERS ANNOUNCED AND CELEBRATED IN PARTNERSHIP WITH MIT SOLVE AT BOSTON'S HUBweek.

We are pleased to welcome the following IIC applicant organizations to our Showcase during the IDE conference reception beginning at 5:00PM:

Economic Includers, HourVoice, Mission Asset Fund, Tispr, BraveNew, LaunchCode, Querium

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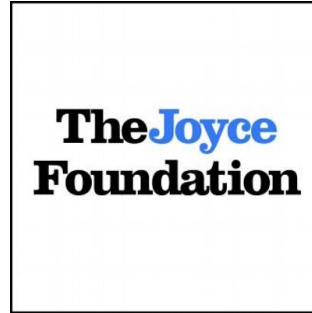
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MIT IDE Stakeholders: INDUSTRY

MIT IDE Stakeholders: FOUNDATIONS

Joe Eastin

Steven Denning

Eric and Wendy Schmidt

Joel Andre Ornstein

Brad Feld

David Morganthaler

…and others who prefer to remain anonymous

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Conference Agenda

8:00AM: Registration

8:30AM: Welcome and Introductions – Andrew McAfee (IDE)

8:40AM: Rise of the Platform Enterprise
Sam Palmisano: Chairman, Center for Global Enterprise

9:20AM: Global Platform Survey
Peter Evans: VP, Center for Global Enterprise

9:50AM: CEO Panel – Future of Workplace Platforms

10:35AM: Break

11:05AM: Platform Wars – the Battle for Developers
Janel Garvin: CEO, Evans Data Group

11:40PM: Building Energy Platforms
John Schultz: President, Direct Energy

12:10PM: Lunch Break

1:10PM: Cognitive Platform for the 21st Century
Sanjiv Sidhu: Founder and Chairman, o9 Solutions

1:40PM: How Incumbents Build Platforms
Simon Torrance: Digital Ecosystem Management, BearingPoint

2:10PM: CNRECA: Leveraging Existing Assets to Build a Platform
John Reynolds: Managing Director, Agile Fractal Grid

2:40PM: Fireside Chat – Turning Brands Into Platforms

3:10PM: Coffee Break

3:40PM: VC Panel – Platform Valuation

4:25PM: How Platforms Change Structure and Strategy
Marshall Van Alstyne: Professor, Boston University

4:55PM: Update on the EU Single Digital Market
Eric Peters: Deputy Head, Digital Single Market

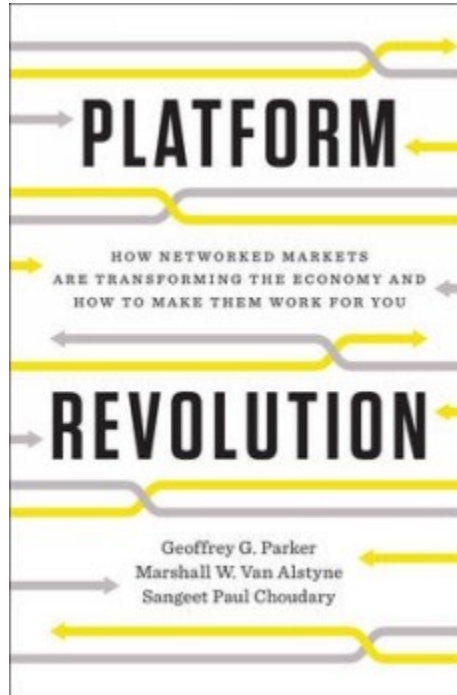**5:25PM:** Closing Remarks

5:25PM: Reception

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