

MIT PLATFORM STRATEGY SUMMIT

July 25, 2014

8:00 AM to 6:30 PM

MIT Media Lab - 6th Floor

platforms.mit.edu

STRATEGIC FOCUS

Platform business models are rapidly reshaping the structures and conditions of industries such as media, energy, telecommunications, social networking, publishing, academia, gaming, and retail. Organizations are finding their current business models to be insufficient or ineffective for addressing the challenges and behavior of platform-based markets.

GLOBAL BUSINESS LEADERS

This full-day workshop will give executives the opportunity to interact with other executives who are facing the same strategic challenges of launching, growing, and defending businesses in a network world.

TOPICS

- Platform Business Models
- Startup & Platform Launch
- Transitioning Products & Services to Platforms
- Two Sided Networks & Multisided Platforms
- Managing Internal Conflict
- Pricing Strategy
- Open Innovation
- Failed Platforms
- Business Cannibalization
- Migrating/Leveraging the Installed Base
- Regulation
- User Engagement
- Keeping the Platform Fresh
- Assessing Platform Opportunities

ORGANIZERS



Geoffrey Parker
Tulane University/MIT



Marshall Van Alstyne
Boston University/MIT



Sangeet Choudary
Platform Thinking Labs

CONTACT

Justin Lockenwitz
MIT Center for Digital Business
Email: jlocke@mit.edu
Phone: 617-253-7054



SUMMIT BIOGRAPHIES

platforms.mit.edu



Sangeet Choudary

Founder/Director, Platform Thinking Labs

Sangeet Paul Choudary is the founder and director of Platform Thinking Labs, an advisory and executive education firm focused on applying platform economics across industries. His work on platform business models has been featured in the Harvard Business Review, WIRED, Fast Company, TechCrunch and Forbes.



Peter Evans

Vice President, Center for Global Enterprise

Peter C. Evans is the Vice President at the Center for Global Enterprise where he is responsible for the Center's research agenda and global partnerships. Previously, Dr. Evans held key strategy and market intelligence roles at General Electric. He was Director of GE Corporate's Global Strategy and Analytics team.



Jose Fuentes

Co-founder, Duolingo

Jose Fuentes is the head of product and technology at Savory, a NY based venture redefining the food delivery industry. Before joining Savory, Jose was a co-founder at Duolingo, the largest free online and mobile language learning platform in the world.



Eileen Gittins

Founder, President and CEO, Blurb

Eileen Gittins is the founder and CEO of Blurb, the creative publishing and marketing platform that enables anyone to design, publish, market and sell professional-quality books. She has been at the intersection of the Internet, consumer and enterprise software, imaging systems, search, and digital photography throughout her career.



John Hagel III

Co-chairman, Deloitte LLP Center for the Edge

John Hagel III has nearly 30 years experience as a management consultant, author, speaker and entrepreneur, and has helped companies improve their performance by effectively applying information technology to reshape business strategies.



Jeff Jarvis

Journalist & Media Expert

Jeff Jarvis directs the Tow-Knight Center for Entrepreneurial Journalism at the City University of New York Graduate School of Journalism. He is cohost of the podcast This Week in Google and blogs at Buzzmachine.com.



Mike Kaplan

Vice President of Marketing, Retroficiency

Mike drives marketing efforts, including go-to-market strategy, product marketing, and lead-generation at Retroficiency, a building efficiency intelligence company for utilities and energy service providers.



Stephane Kasriel

Senior Vice President, Product and Engineering at Elance-oDesk

Stephane has more than 15 years of high-tech engineering, product and general management experience, including leadership roles at pioneering companies such as Fireclick, Zong, Work4, and PayPal.



Eric Graham

Co-Founder/CEO, CrowdComfort

Eric is a clean energy entrepreneur who is committed spreading energy efficiency and renewable energy systems. Eric has helped many leading clean energy tech companies bring their technologies to market including EnerNOC, Fraunhofer CSE, Next Step Living.



Rich Miner

Co-founder, Google Android General Partner, Google Ventures

Rich co-founded Android and is a pioneer in the mobile space. He leads Google Ventures' East Coast investment team. Rich is based in Cambridge, Mass. He has over 25 years of experience growing businesses with innovative communications and interface-intensive applications.



Geoff Parker

Professor, Tulane University Visiting Professor, MIT

Dr. Parker is Professor of management science at Tulane University in the A. B. Freeman School of Business and is a Faculty Fellow at the MIT Sloan School's Center for Digital Business. He also serves as Director of the Tulane Energy Institute.



JP Rangaswami

Chief Scientist, Salesforce

JP Rangaswami is Chief Scientist at salesforce.com, having joined them in October 2010. As Chief Scientist at salesforce.com, Rangaswami focuses on helping salesforce.com's European customers think about innovative ways to use the real-time, mobile and social capabilities provided by Salesforce apps and the Force.com platform.



Andrew Rosenthal

Group Manager: Wellness + Platform at Jawbone

Andrew joined Jawbone in 2013 through the acquisition of Massive Health, where he served as Chief Strategy Officer. His focus is business development around the company's health products: a combination of highly-designed hardware, consumer software, and big data.



Brian Solis

Principal Analyst, Altimeter Group

Brian Solis is a digital analyst, anthropologist, and also a futurist. In his work at Altimeter Group, Solis studies the effects of disruptive technology on business and society. He is an avid keynote speaker and award-winning author who is globally recognized as one of the most prominent thought leaders in digital transformation.



Marshall Van Alstyne

Professor, Boston University Visiting Professor, MIT

Marshall Van Alstyne is one of the world's foremost scholars of information business models. He is a tenured professor at Boston University and visiting scientist at MIT. He received a BA in computer science from Yale, and MS & PhD degrees in management of IT from MIT.



Song-Yee Yoon

CEO, NCSOFT West

Songye Yoon is Chief Executive Officer of NCSOFT West. NCSOFT is the largest online game development and publishing company in Korea. Prior to joining NCSOFT, she served as Vice President of Communication Intelligence at SK Telecom where she led mobile data service platform strategy, mobile data user interface strategy and design.



Ming Zeng

CSO, Alibaba

Zeng Ming has been chief strategy officer of Alibaba Group since January 2008. He joined the company in August 2006 as executive vice president of strategy, and served as acting president of China Yahoo! from November 2006 to December 2007. Zeng Ming brings a broad range of academic and practical business experience to Alibaba Group.

