Platform Economy: 100 Day Plan

Over the next three months, begin to develop a comprehensive strategy that will establish the foundation for your platform business model and ecosystem.

1. Appoint a C-level champion to lead a cross-functional team of technologists, business experts, and economists. This team should assess the range of opportunities to build platform business models and prepare a presentation to the board of directors.

2. Identify and prioritize parts of the business that are prime for platform business models.

3. Identify the parts of the business that are most vulnerable to attack by disruption from new platform-based business models (from incumbents and startups inside and outside industry). Use the results to help prioritize platform investments in order to protect core profits from attack.

4. Align the platform opportunities alongside existing product and market strategies (platform business models live alongside traditional product strategies).

5. Present initial findings to the Board and establish a top-down C-level enterprise-wide commitment to pursuing platform business models as a strategic growth path.

6. Assess your knowledge gaps of the new rules of business: demand-side economies of scale, power law distribution, network effects, and asymmetric competition. Get help filling those gaps in order to successfully develop platform business models. Start building a knowledge base and education program on platform business models.

7. Launch a company-wide campaign on the new rules of business and platform business models. Create a network of internal platform champions to evangelize the message.

8. Assess your digital technology capabilities and gaps in building platform ecosystems. Get help filling those gaps in order to successfully design, architect, and launch pilot programs within 12 months.

9. Prioritize the overall opportunities and threats, and then start with a small initiative to pilot, including internal initiatives to start the journey into platform business models.

Copyright © 2016 Accenture. All rights reserved.

Accenture, its logo, and High Performance Delivered are trademarks of Accenture.

#TechVision2016