

Platform Scale How An Emerging Business Model Helps Startups Build Large Empires With Minimum Investment

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Over the last decade or so, we're seeing the emergence of a new form of scale. Today's massively scaling startups - which rapidly grow to millions of users and billions in valuation - do not sell a product or service. Instead, they build a platform on which others can create and exchange value. The many manifestations of the platform business model - social media, the peer economy, cryptocurrencies, APIs and developer ecosystems, the Internet of things, crowdsourcing models, and many others

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To achieve platform scale, owners must select the right type of interaction driver and remove friction between participants. At its inception, every platform must find a way to jump start its usage to gain critical mass for survival. Choudary provides a catalog of strategies, patterns, and case studies for each of these challenges.

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"Platform scale is achieved by maximizing the repeatability and efficiency of the platform's core interaction." 4. Solve chicken and egg problems Platform business models face an all too familiar catch-22 chicken and egg problem on the way to scaling. This can be overcome by designing the conditions for sparking interactions.

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Platform Scale lays out a structured approach to designing and growing a platform business model and addresses the key factors leading to the success and failure of these businesses. Six core concepts for successful platform business model design 1.

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