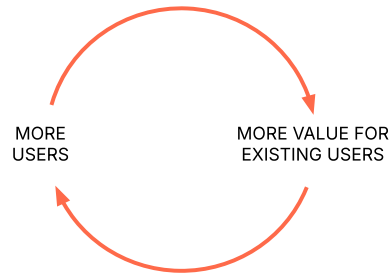


FLYWHEEL CARDS

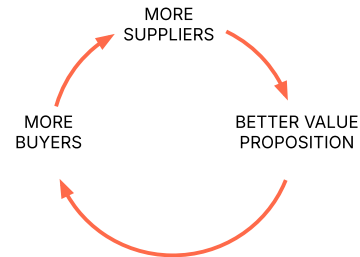
PLATFORM DESIGN TOOLKIT 2.2

notes

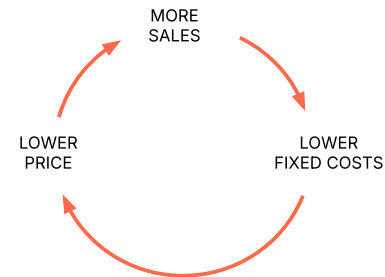
CNEF A - DIRECT NETWORK EFFECT



CNEF B - TWO-SIDED NETWORK EFFECT



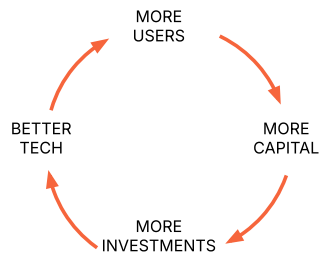
CDF 1 - ECONOMIES OF SCALE



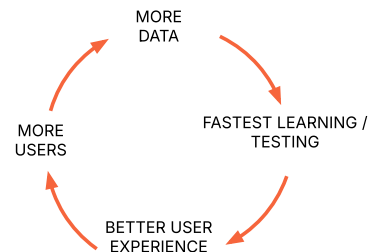
CDF 2 - BRAND



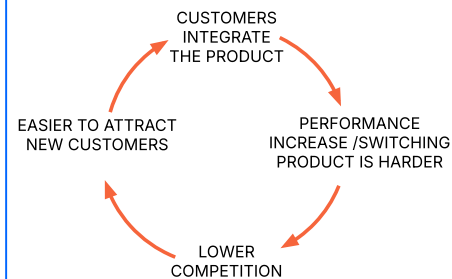
TDF 1 - PROPRIETARY TECH



TDF 2 - DATA CAPTURE AND OPTIMISATION



TDF 3 - LOCK IN



LEGEND :

CNEF: Core Network Effects Flywheels

CDF: Core Defensibility Flywheels

TDF: Technical Defensibility Flywheels