

THE PLATFORM DESIGN CANVAS

PLATFORM DESIGN TOOLKIT 2.2

notes

PLATFORM OWNERS This category refers to the “owners” of the Platform: ultimately this set of players owns the vision behind the realization of the market, and are ultimately responsible to ensure that the platform exists in production.	ENABLING SERVICES (Platform to Producers) Services targeted to helping partners generate value from their professional capabilities, gain market, opportunities and visibility to gain decisive improvement as professionals.	CORE VALUE PROPOSITION The core value proposition is the primary value that the platform seeks to create for its core target (the target of the Core Value Proposition).	TRANSACTIONS These transactions happen between two entities in the ecosystem and consist of exchanging or transferring ownership of a currency or other stores of value (assets, money, token, credits), providing elements of intangible value (such as reputation, trust, kudos, likes, etc...), providing labour/work or enabling access to resources.	PARTNERS Partners are essentially professional entities that seek to create additional professional value and to collaborate with platform owners at a stronger stage of relationship. Typically, partners are professional value creators that tend to become better and better within time. Partners sometimes also facilitate, cater, enhance the value production by acting as broker, facilitators, connectors.
		ANCILLARY VALUE PROPOSITIONS A secondary value that the platform seeks to enable. This is usually targeted to the same target segment of the Core Value proposition but can also be targeted to a different one.		PEERS (producers) Entities interested in providing value on the supply side of the ecosystem/marketplace, seeking for opportunities to specialize in a niche product/service and improve their professionalism and honing their capabilities towards better performance.
PLATFORM STAKEHOLDERS Are the entities that have a specific interest in platform success or failure, in controlling platform externalities and outcomes, in regulating it or in exercising rights in the platform governance.	EMPOWERING SERVICES (Platform to Producers) Services targeted to helping peer producer hone capabilities, get better and generate more opportunities from the platform.	INFRASTRUCTURES AND CORE COMPONENTS Controlled and owned by the platform owners and governed according to the platform governance. Typically we talk about digital and physical assets, tangible components, that ensure the platform works: these components need effort and energy to be run smoothly and in coordination.	CHANNELS & CONTEXTS Every relationships borns in contexts and transactions happen better thanks to controlled and designed contexts that evolve into what we call channels. A context is defined more broadly than a channel and the latter can be often considered an evolution of the first. A refined and optimized channel should be available to make transactions easier. When complex transactions are broken into several sub-transactions a channel must exist for every phase to happen smoothly.	PEERS (consumers) Entities interested in consuming, utilizing, accessing the value that the is created through and on the platform.
	OTHER SERVICES (Platform to Peer Consumers) More classical industrialized services can be provided to peer consumers as complementary of the experiences provided by the ecosystem through the platform.			

PLATFORM VISION



ECOSYSTEM DYNAMICS