

How to bring everything together? The canvas in detail

1.A VALUE PROPOSITION & VALUE FLOW



- > Which different market sides (platform players) does the platform bring together?
- > What are the core interactions and value flows between the different platform players?
- > What is the core value proposition and mission of the platform?

1.B PLATFORM ECOSYSTEM



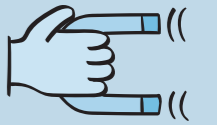
- > Which different platform players exist?
- > What is their motivation to join the platform ecosystem?
- > What is their contribution to the platform ecosystem?

3 VALUE CAPTURING



- > What direct revenue streams can be captured?
- > What indirect revenue streams can be captured?
- > What monetization tactics can be utilized?

4 GROW



- > How can the chicken-and-egg problem be overcome?
- > What growth strategies can be applied to foster network effects?
- > Should the growth strategies be applied simultaneously or in a specific order?

2 VALUE CREATION

- > How is the platform value proposition being implemented?
- > What is the operating model of the platform and the extent of the platform value creation?
- > What is the ownership model of the platform?



1-30

22-47

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63-76

5 MANAGE

- > Which KPIs should be leveraged to manage platform performance?
- > How can the platform core be innovated and defended?
- > What are essential tactics to foster and maintain platform quality and trust?



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