

# Platform Thinking & Fintech programme for Banks, Financial institutions, Digital Companies and Startups



*PwC's Academy*

# Why Platform Thinking?

Platforms businesses are hyper scaling and beating traditional business. 13 out of the top 15 S&P500 companies are based on platform business models. Based on the client engagements and best practice studies, an innovation process & canvas kit is created to help the world to build better platform business models leveraging the power of ecosystems.

## Three predictions for platforms in 2018

The rise of the platform business model still continues and we see more and more companies launching initiatives to transform themselves into platforms. The same is true for startups, where major fundings are received from startups with a platform approach.

But what are the major predictions for the platform economy in the next 12 months?

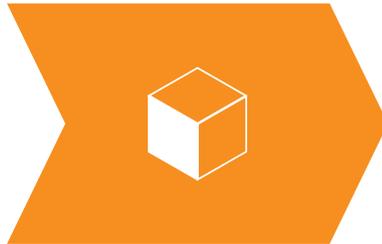


# 1

### B2B Platformization gets stronger

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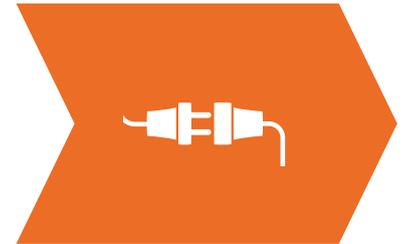
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# 2

### Blockchain powered Platforms

What we see here is a strong combination with technology and Artificial Intelligence / Big Data. A lot of B2B business is based on data for constructions, supply chain, manufacturing, etc. With such data available you can easily imagine some platform models. One of them is the Industrial Data Space. The aim is to build a trustworthy platform for data exchange and trading.



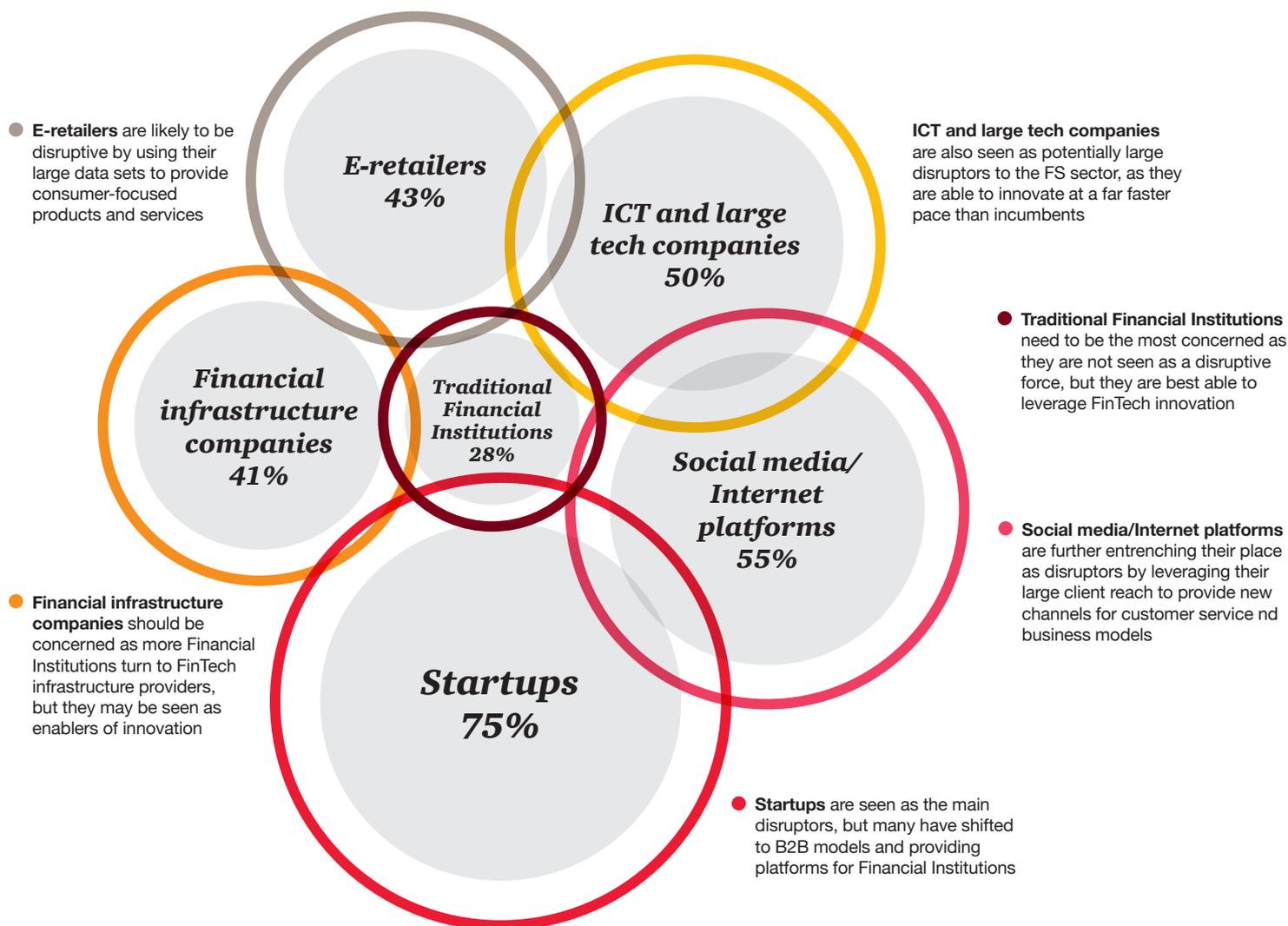
# 3

### Platform Know How continues to grow

The demand for expertise in platform thinking and innovation will further grow and definitely crucial to compete against your competition.



# FinTech and disruptive entities



Source: PwC Global FinTech Survey 2017

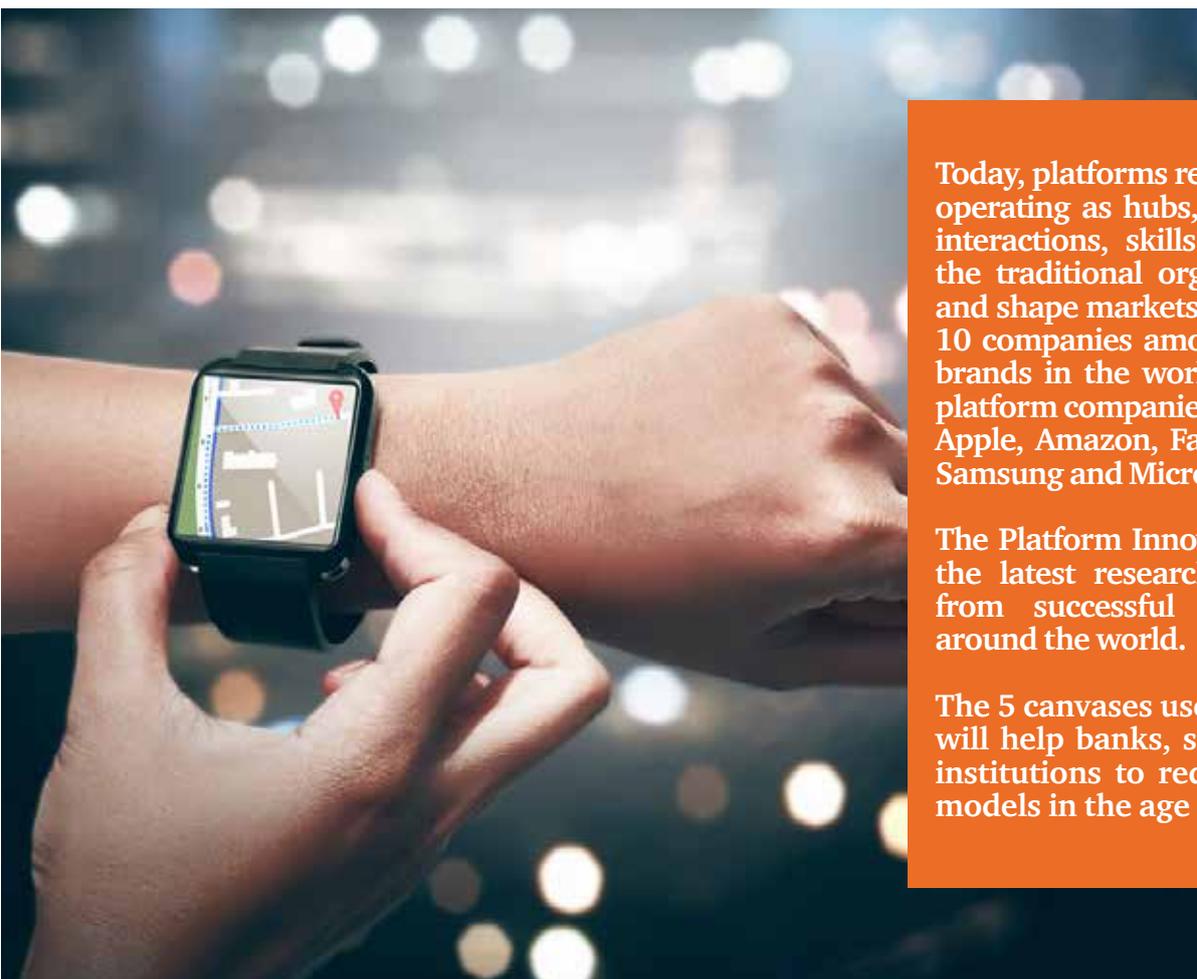
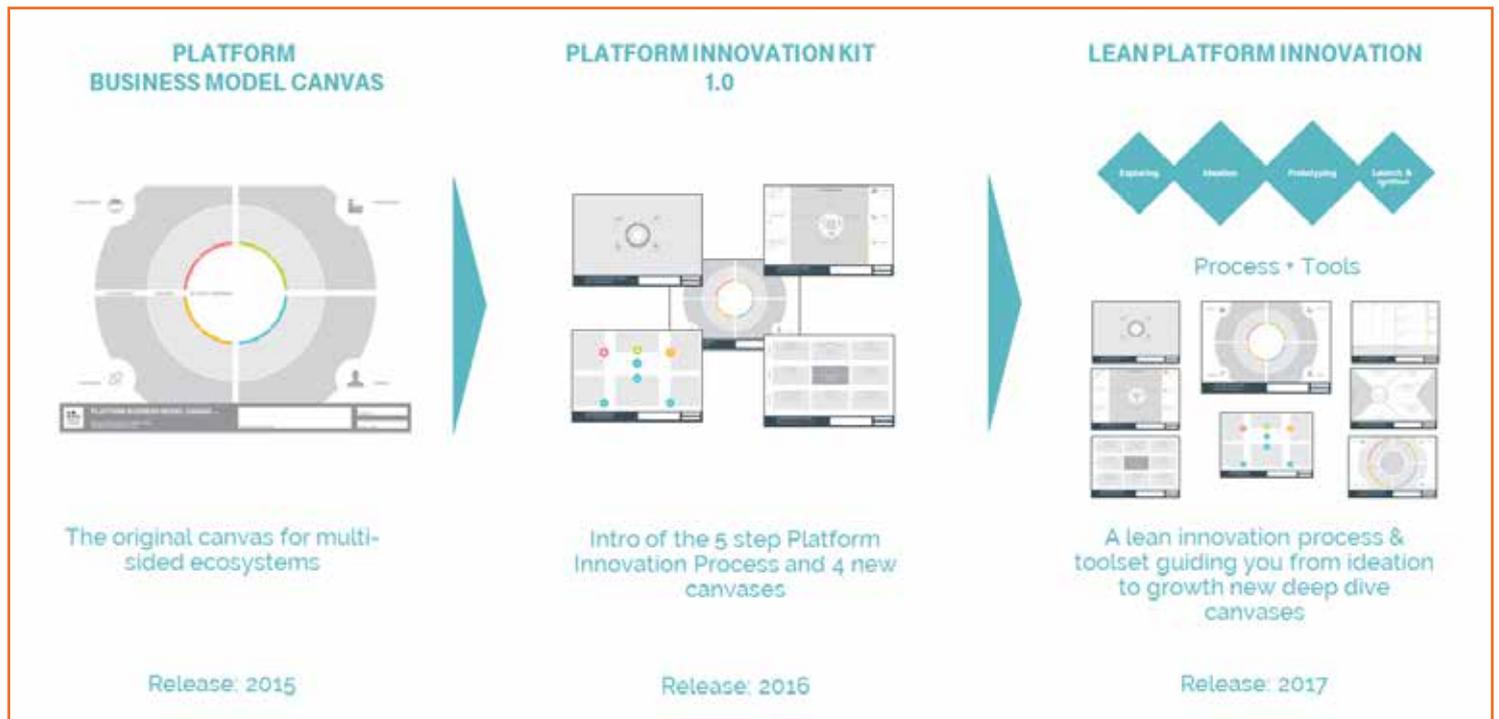
Our analysis is based on a global survey of 1,308 financial services and FinTech executives and includes insights and proprietary data from PwC's DeNovo platform.

These are the Percentages of respondents who believe entities are likely to be the most disruptive in the *next five years*

FinTech has evolved from startups that want to take on and beat incumbents, to a broader ecosystem of different businesses looking in many cases for partnerships.

Organisations need new approaches to drive change and deliver innovation.

# The evolution of Lean Platform Innovation



Today, platforms revolutionise the world; operating as hubs, platforms “organise” interactions, skills & resources outside the traditional organisation boundaries and shape markets. If you look at the top 10 companies among the most valuable brands in the world, seven of them are platform companies including the likes of Apple, Amazon, Facebook, Google, IBM, Samsung and Microsoft.

The Platform Innovation Kit is based on the latest research and best practices from successful platform businesses around the world.

The 5 canvases used in this programme will help banks, startups and financial institutions to redesign their business models in the age of disruption.

## How will this programme benefit you?

This programme gives you an all-in-one package and the guarantee to consider all key aspects of platform design like match making, pricing, user experience and a strong growth path to leverage network effects to quickly gain advantage over your competitors.

# Programme Coverage

- Introduction to Platform Thinking
- Case studies from the leading companies
- Introduction to Platform innovation tool kit
- Introduction to Blockchain and Fintech, what is it and how do we harness this?
- Ideation of new platform business models (Group work)
  - A) Based on your available core assets
  - B) By creating completely new approaches
- Key trends of Platform businesses
- Insights of Market and Industrial forces
- Understanding the influence of Macro-economic forces
- Evaluation and design of platform business models considering key building blocks
- Definition of a go-to-market strategy solving the chicken-egg problem and building a strong network effect

## Programme Agenda

### Day 1

#### Platform Thinking Foundations

We will teach you the basics of platform thinking / economy – what are platforms, core processes of this business model, monetization strategies, launch and ignition strategies.

#### Lean Platform Innovation & Platform Innovation Kit

You will get an intro and overview about the methodology and the tools we use – learn best practices and how to use the right tool and the right moment.

#### Platform Ideation

We explore the power of the environment scan and the Idea canvas to spot new platform opportunities, potential risks and how to evaluate them. This enables you to lead strategic discussions & workshop with executives to define market strategies – make or buy decisions.

#### Platform Value Design & Platform Service Design

We go deeper and design the Value Proposition of your platform for all important stakeholders. First we identify the core value and mission of your platform, then we create an understanding of their motivations to join and their contributions to the platforms.

We close the day by defining necessary services to cover matchmaking, transaction and engagement processes. Giving you an understanding of required resources, activities and IT solutions to launch.

# Day 2

## Launch & Ignition

We talk about the key concepts of lean platform prototyping in the context of multi-sided businesses.

## Launch-Strategy

We create a platform strategy incl. the go-to-market strategy (chicken-egg-problem) and the monetization / business case behind. Giving you the right numbers to talk to investors or receive funding.

## Prototyping & Validation

What is a Minimum Viable Platform and how to lower the risk of failure when launching? Those topics we will explore deeper giving you the Lean Platform Innovation framework.

## Faculty Profile



**Matthias Walter**  
Head of Platform &  
BlockchainInnovation Lab,  
T-Systems Multimedia  
Solutions GmbH

As a Digital Innovation at the intersection of business and technology strategy, Matthias acts as an enabler to his clients to help them prepare their organisations to transform into 21st century innovation organisations. Currently, Matthias runs the Business Model Innovation Lab & the 5-4-3 BlockchainLab at T-Systems MMS supporting clients to ideate, prototype and implement new digital businesses. He is passionate about Digitalization, Platform Economy, Industry of Things and Lean Business Development. He is an expert on :

Fast-time-to-market technology development | Lean business prototyping | End to End Digital Strategy combining IT and Business Strategy | Co-Creator of the IoTBusiness Model Builder | Co-Creator of the Platform Innovation Kit & Lean Platform Innovation methodology

Matthias has a proven ability to successfully engage with stakeholders at all levels and cultures (Boards, Executives, Steering Committees and Project Team Members), with a reputation as outcome-and results-driven Leader who 'gets it done'.

### Ideal for:

- Chief Information Officers
- Chief Technology Officers
- Heads of Retail Banking/Customer Acquisition
- Heads of Platform Designing and Development Team
- Professionals involved in New Product Development
- Startups aiming to disrupt traditional industries
- Digital Marketing and Marketing professionals
- Corporates which aim to break through current limitations
- Anyone who is interested, wants to learn or achieve hyper scaling impact

**Dates: 20 & 21 March 2018**

**Investment: LKR 98,000 + 2% NBT**

**Venue: The Galle Face Hotel, Colombo**

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