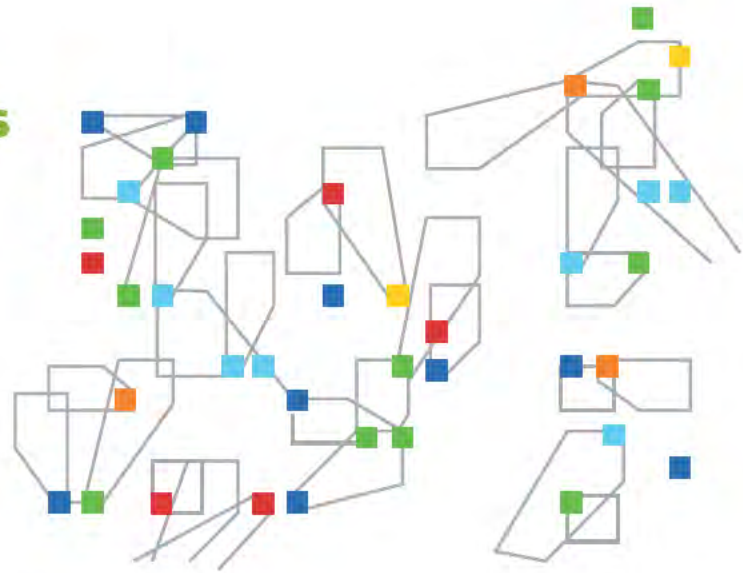


THE PLATFORM STRATEGY SUMMIT 2014

Business Shifts
in a
Networked
World



MIT Media Lab Friday July 25, 2014

2014 Speakers



Rich Miner
Founder of Android



JP Rangaswami
Chief Scientist, Salesforce



John Hagel III
Author, The Power of Pull

Key Topics

- Business ecosystems where third parties add value
- Strategies to manage and govern business "platforms"
- Trends in online marketplaces
- Platform launch strategies and viral growth
- Monetization of network effects
- Non-linear business models
- Designing open business models on platforms

Highlights

- Leading thinkers and executives from industry and academia
- Highly curated audience experience at the MIT Media Labs
- Opportunity to network with others thinking about and building platforms
- Early access to forthcoming platform strategy research and executive material for conference participants