

2019

MIT IDE

Platform Strategy

Summit

#mitplatforms

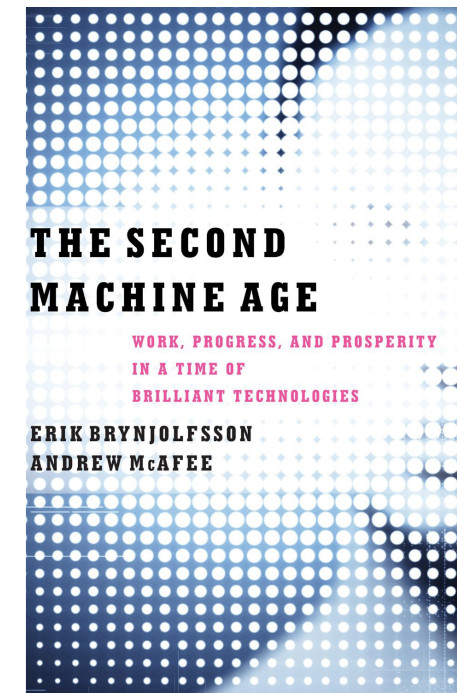
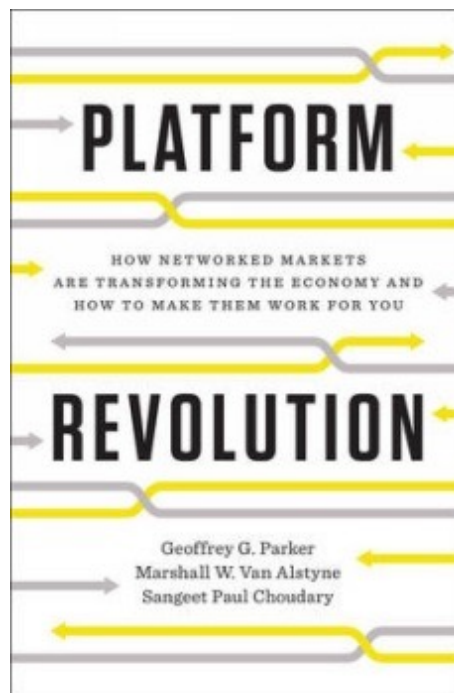


MIT  
INITIATIVE ON THE  
DIGITAL ECONOMY

- Technology is racing ahead, exponentially.
- Our organizations (businesses, governments, and educational institutions) are not keeping pace.
- This dichotomy presents a set of Grand Challenges for our times.
- The IDE is creating a solution space and a “can do” approach to address these grand challenges.

- **Productivity, employment and inequality (Erik Brynjolfsson)**  
Roberto Rigobon, David Autor, Tom Kochan, Neil Thompson
- **New digital business models (Andy McAfee)**  
Geoffrey Parker, George Westerman, Scott Stern, Christian Catalini
- **Social analytics and digital experimentation (Sinan Aral)**  
Dean Eckles, Glen Urban, Renee Gosline
- **Big data and information privacy (Sandy Pentland)**  
Catherine Tucker, Stuart Madnick, Michael Siegel

# The Books



# Future IDE Events



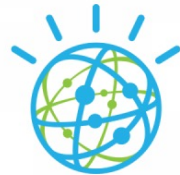
|             |  |
|-------------|--|
| Sept – Dec  | Action Learning Student Projects                     |
| Sept – Dec  | IDE Seminar Series                                   |
| November 1  | Conference on Digital Experimentation                |
| November 21 | Inclusive Innovation Challenge Awards Celebration    |
| November 21 | MIT AI and Work of the Future Congress               |
| Spring 2020 | AI & Machine Learning Disruption Timeline Conference |
| May 19 2020 | MIT CIO Symposium                                    |
| May 20 2020 | IDE Annual Conference                                |



# MIT IDE Stakeholders: INDUSTRY



Schindler



IBM Watson



**Google.org**

**TDF FOUNDATION**



**TheJoyce  
Foundation**



Joseph Eastin  
Steven Denning  
Eric and Wendy Schmidt  
Joel Andrew Ornstein  
Brad Feld and Amy Batchelor  
David Morgenthaler  
Gustavo Pierini  
Gustavo Marini  
Jeff and Liesl Wilke  
Ellen and Bruce Herzfelder

...and others who prefer to remain anonymous



# On the Agenda



|                   |   |
|-------------------|---|
| <b>8:00 a.m.</b>  | <b>Registration and Continental Breakfast</b>   |
| <b>8:30 a.m.</b>  | <b>Call to Order and Welcome</b><br><i>Christie Ko, Associate Director, MIT IDE</i><br><i>Erik Brynjolfsson, MIT IDE Director, Schussel Family Prof. of Management Science</i>  |
| <b>8:35 a.m.</b>  | <b>2018 Platform Review and Forecast</b><br><b>DISCUSSANTS:</b> <i>Geoffrey Parker, Professor, Dartmouth and MIT IDE Digital Fellow (Summit Co-Chair)</i><br><i>Marshall Van Alstyne, Professor, Boston University (Summit Co-Chair)</i><br><i>Peter C. Evans, Principal, KPMG, (Summit Co-Chair)</i>   |
| <b>9:00 a.m.</b>  | <i>Peter Coles, Head Economist, Airbnb</i>  |
| <b>9:30 a.m.</b>  | <b>Blockchain and Platforms Panel</b><br><b>MODERATOR:</b> <i>Eamonn Maguire, Global Lead in Financial Services, KPMG</i><br><b>DISCUSSANTS:</b> <i>Gerhard Lohmann, Chief Financial Officer of Reinsurance, Swiss Re.</i><br><i>Jalak Jobanputra, Founding Partner, Future\Perfect Ventures</i><br><i>Kiran Nagaraj, Managing Director, KPMG</i> |
| <b>10:15 a.m.</b> | <b>Coffee Break</b>   |
| <b>10:45 a.m.</b> | <i>Mike Morris, CEO, Topcoder</i>   |
| <b>11:15 a.m.</b> | <b>Platforms for Opportunity and Inclusion Fireside Chat</b><br><b>DISCUSSANTS:</b> <i>Peter C. Evans, Principal, KPMG, (Summit Co-Chair)</i><br><i>Rodney Sampson, Executive Chairman &amp; CEO of Opportunity Hub</i>   |
| <b>11:45 a.m.</b> | <b>Driving Growth in Multi-Sided Markets</b><br><i>Irfan Ganchi, Global Head of Product, Advertising &amp; Marketing Technologies, Uber</i><br><i>Ahmad Anvari, Product Lead, Optimization &amp; Automation, Uber</i>   |
| <b>12:15 p.m.</b> | <b>Networking Lunch</b>   |

|                  |  |
|------------------|--|
| <b>1:20 p.m.</b> | <b>MIT Inclusive Innovation Challenge Update</b><br><i>Susan Young, Assistant Director, MIT IDE</i>  |
| <b>1:30 p.m.</b> | <i>Uri Sarid, CTO MuleSoft</i>   |
| <b>2:00 p.m.</b> | <b>AI and Data-Driven Business Innovation Panel</b><br><b>MODERATOR:</b> <i>Mona Vernon, Chief Technology Officer, Thomson Reuters Labs</i><br><b>DISCUSSANTS:</b> <i>Ian Myers, CEO, NewsPicks</i><br><i>Jessica Stauth, CEO, NewsPicks</i><br><i>Michael Palumbo, Head of Data Innovation, Marine, R2 Data Labs Rolls-Royce</i>  |
| <b>2:45 p.m.</b> | <b>Entertainment Meets Platforms Panel</b><br><b>MODERATOR:</b> <i>Joe Bellioti, Founder, NOISEGATE</i><br><b>DISCUSSANTS:</b> <i>Nathan Hanks, CEO, Music Audience Exchange</i><br><i>Nick Terzo, Vice President of Strategy Development at Royalty Exchange</i><br><i>Fabrice Sergent, Managing Partner of Bandsintown</i>   |
| <b>3:30 p.m.</b> | <b>Coffee Break</b>  |
| <b>4:00 p.m.</b> | <b>Healthcare Platforms and Digital Health Panel</b><br><b>MODERATOR:</b> <i>Geoffrey Parker, Professor, Dartmouth and MIT IDE Digital Fellow (Summit Co-Chair)</i><br><b>DISCUSSANTS:</b> <i>Alice Raia, Vice President, Digital Presence Technologies Kaiser Permanente</i><br><i>Thomas Friese, VP for Digital Ecosystem Platform at Siemens Healthcare</i><br><i>Valérie Abrellduong, Vice President for ITS at Sanofi</i> |
| <b>4:45 p.m.</b> | <b>Closing Remarks</b><br><i>Geoffrey Parker, Professor, Dartmouth and MIT IDE Digital Fellow (Summit Co-Chair)</i><br><i>Marshall Van Alstyne, Professor, Boston University (Summit Co-Chair)</i>   |
| <b>5:00 p.m.</b> | <b>Reception</b>   |

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Live interaction



Switch event

Ask the speaker



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3 questions

Popular



**Jeff Bezos**

2:47 PM

2

What are the IDE Membership benefits?



**Elon Musk**

12:15 PM

1

How do I join the MIT IDE as a corporate member?



**Sheryl Sandberg**

3:02 PM

1

What other MIT IDE events are coming up this fall?



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Platform Strategy Summit

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Q&A: [www.slido.com](http://www.slido.com), Event Code: #B567

**Thank You**



**Christie Ko**  
**Associate Director**  
**MIT Initiative on the Digital Economy**  
**245 First Street, E94-1517**  
**Cambridge, MA 02142**  
**T 617-253-3478**  
**E [cko@mit.edu](mailto:cko@mit.edu)**  
**W <http://ide.mit.edu>**