• 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
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
MIT IDE Stakeholders: Foundations & Individuals

Google.org

TDF FOUNDATION

Ford Foundation

Nasdaq

The Rockefeller Foundation

Walmart 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

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<th>Time</th>
<th>Session Name</th>
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<td>8:00 a.m.</td>
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| 8:30 a.m.| Call to Order and Welcome                       | Christie Ko, Associate Director, MIT IDE
Erik Brynjolfsson, MIT IDE Director, Schussel Family Prof. of Management Science                                                        |
| 8:35 a.m.| 2018 Platform Review and Forecast              | **DISCUSSANTS:**
Geoffrey Parker, Professor, Dartmouth and MIT IDE Digital Fellow (Summit Co-Chair)
Marshall Van Alstyne, Professor, Boston University (Summit Co-Chair)
Peter C. Evans, Principal, KPMG, (Summit Co-Chair)                                                                                   |
| 9:00 a.m.| Peter Coles, Head Economist, Airbnb              |                                                                                                                                         |
| 9:30 a.m.| Blockchain and Platforms Panel                  | **MODERATOR:** Eamonn Maguire, Global Lead in Financial Services, KPMG
**DISCUSSANTS:**
Gerhard Lohmann, Chief Financial Officer of Reinsurance, Swiss Re.
Jalak Jobanputra, Founding Partner, Future/Perfect Ventures
Kiran Nagaraj, Managing Director, KPMG                                                                                               |
| 10:15 a.m.| Coffee Break                                    |                                                                                                                                         |
| 10:45 a.m.| Mike Morris, CEO, Topcoder                      |                                                                                                                                         |
| 11:15 a.m.| Platforms for Opportunity and Inclusion Fireside | **DISCUSSANTS:**
Peter C. Evans, Principal, KPMG, (Summit Co-Chair)
Rodney Sampson, Executive Chairman & CEO of Opportunity Hub                                                                         |
| 11:45 a.m.| Driving Growth in Multi-Sided Markets           | **DISCUSSANTS:**
Irfan Ganchi, Global Head of Product, Advertising & Marketing Technologies, Uber
Ahmad Anvari, Product Lead, Optimization & Automation, Uber                                                                           |
| 12:15 p.m.| Networking Lunch                                |                                                                                                                                         |
| 1:20 p.m.| MIT Inclusive Innovation Challenge Update       | Susan Young, Assistant Director, MIT IDE                                                                                            |
| 1:30 p.m.| Uri Sarid, CTO MuleSoft                         |                                                                                                                                         |
| 2:00 p.m.| AI and Data-Driven Business Innovation Panel    | **MODERATOR:** Mona Vernon, Chief Technology Officer, Thomson Reuters Labs
**DISCUSSANTS:**
Ian Myers, CEO, NewsPicks
Jessica Stauth, CEO, NewsPicks
Michael Palumbo, Head of Data Innovation, Marine, R2 Data Labs Rolls-Royce                                                             |
| 2:45 p.m.| Entertainment Meets Platforms Panel             | **MODERATOR:** Joe Bellotti, Founder, NOISEGATE
**DISCUSSANTS:**
Nathan Hanks, CEO, Music Audience Exchange
Nick Terzo, Vice President of Strategy Development at Royalty Exchange
Fabrice Sergent, Managing Partner of Bandsintown                                                                                       |
| 3:30 p.m.| Coffee Break                                    |                                                                                                                                         |
| 4:00 p.m.| Healthcare Platforms and Digital Health Panel   | **MODERATOR:** Geoffrey Parker, Professor, Dartmouth and MIT IDE Digital Fellow (Summit Co-Chair)
**DISCUSSANTS:**
Alice Raiia, Vice President, Digital Presence Technologies Kaiser Permanente
Thomas Friese, VP for Digital Ecosystem Platform at Siemens Healthcare
Valérie Abrellduong, Vice President for ITS at Sanofi                                                                               |
| 4:45 p.m.| Closing Remarks                                 | Geoffrey Parker, Professor, Dartmouth and MIT IDE Digital Fellow (Summit Co-Chair)
Marshall Van Alstyne, Professor, Boston University (Summit Co-Chair)                                                                     |
| 5:00 p.m.| Reception                                       |                                                                                                                                         |

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

3 questions

1. Jeff Bezos
   2:47 PM
   What are the IDE Membership benefits?
   2 likes

2. Elon Musk
   12:15 PM
   How do I join the MIT IDE as a corporate member?
   1 like

3. Sheryl Sandberg
   3:02 PM
   What other MIT IDE events are coming up this fall?
   1 like
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when tweeting from today’s Platform Strategy Summit

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Q&A: www.slido.com, Event Code: #B567
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