



MIT IDE

Platforms: Review & Outlook

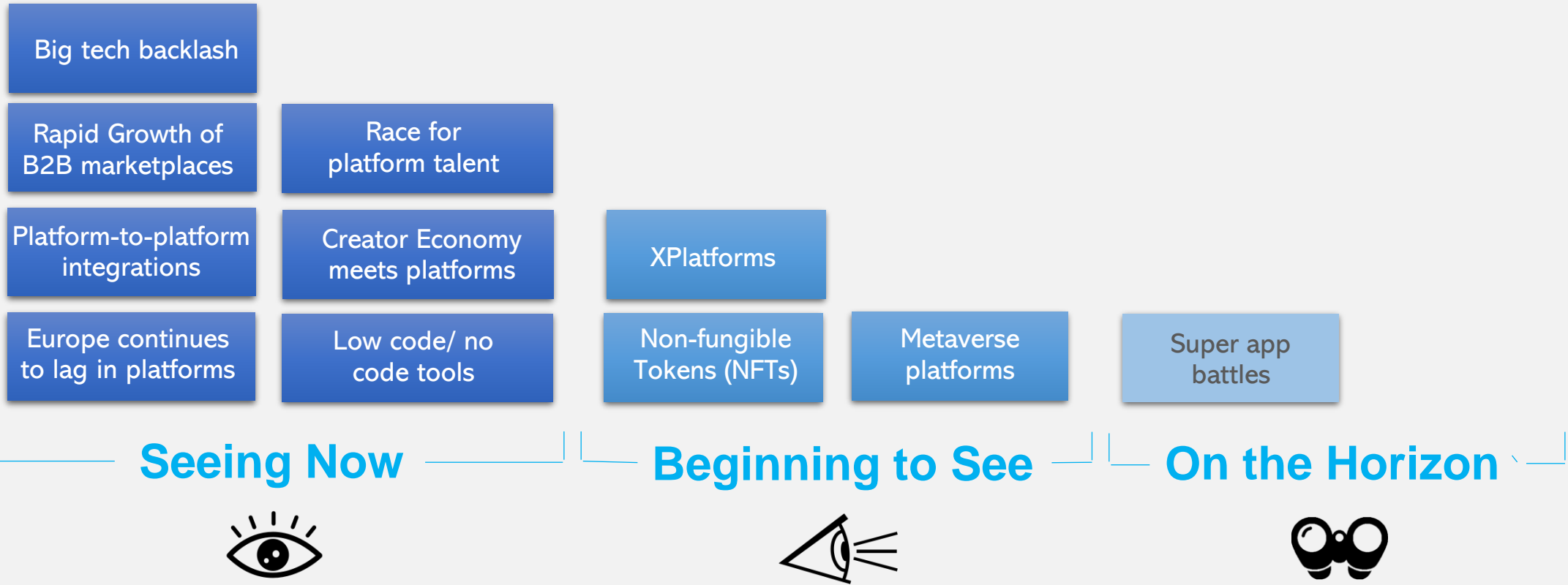
July 15, 2021

Platform Trends to Watch

Peter C. Evans

Platform Strategy Institute

Platform Trends to Watch

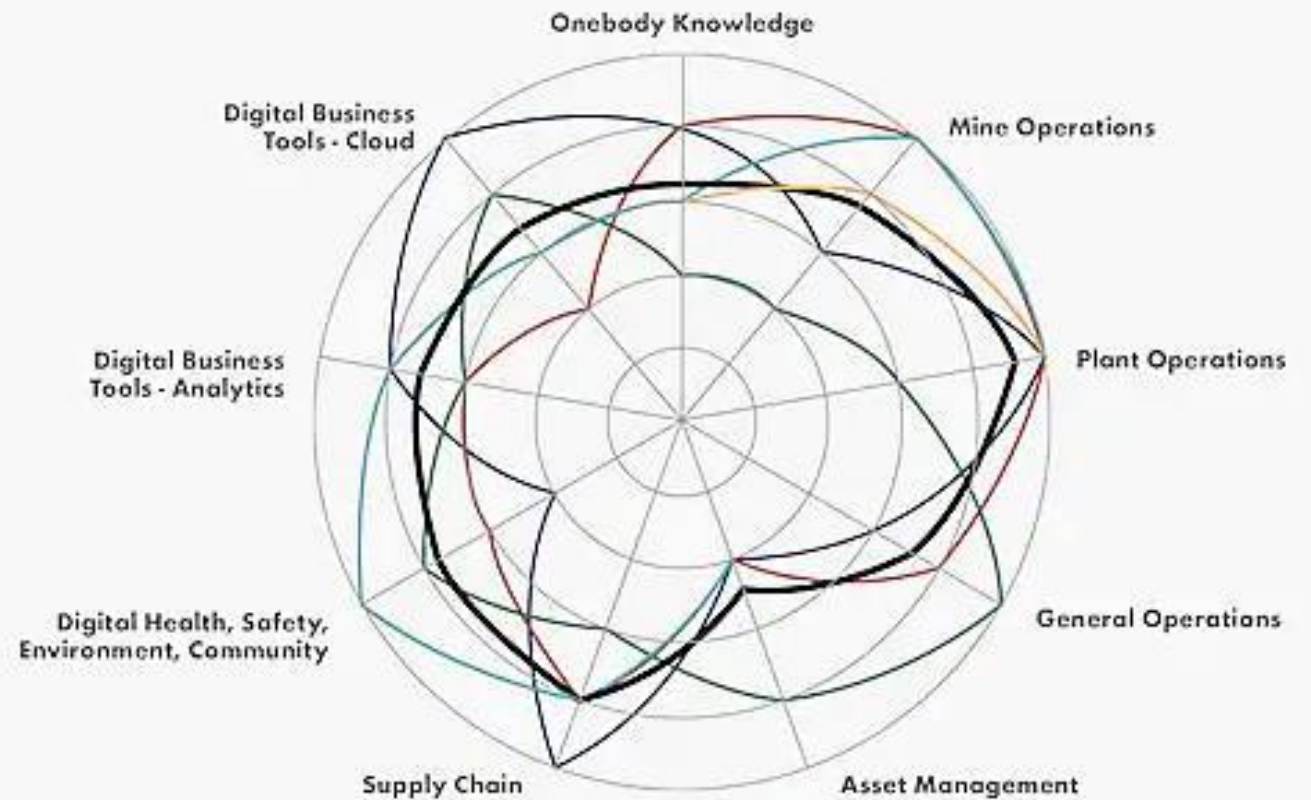


Source: P. Evans, Platform Strategy Institute, 2021

Industrial adjacency plays via platforms



Shell and IBM combined strengths to create the first B2B marketplace for the mining sector [Oren marketplace](#) that provides co-selling and ecosystem partnerships for mining solutions.





TikTok has taken the world by storm with more than 1.5 billion downloads on the App Store and Google Play and more than 500 million active monthly users. The largest demographic of TikTok users is between the ages of 16 and 24 but that is now changing with other age groups now engaging on the platform.

TikTok for Business

#1: Create Your Own Content on TikTok

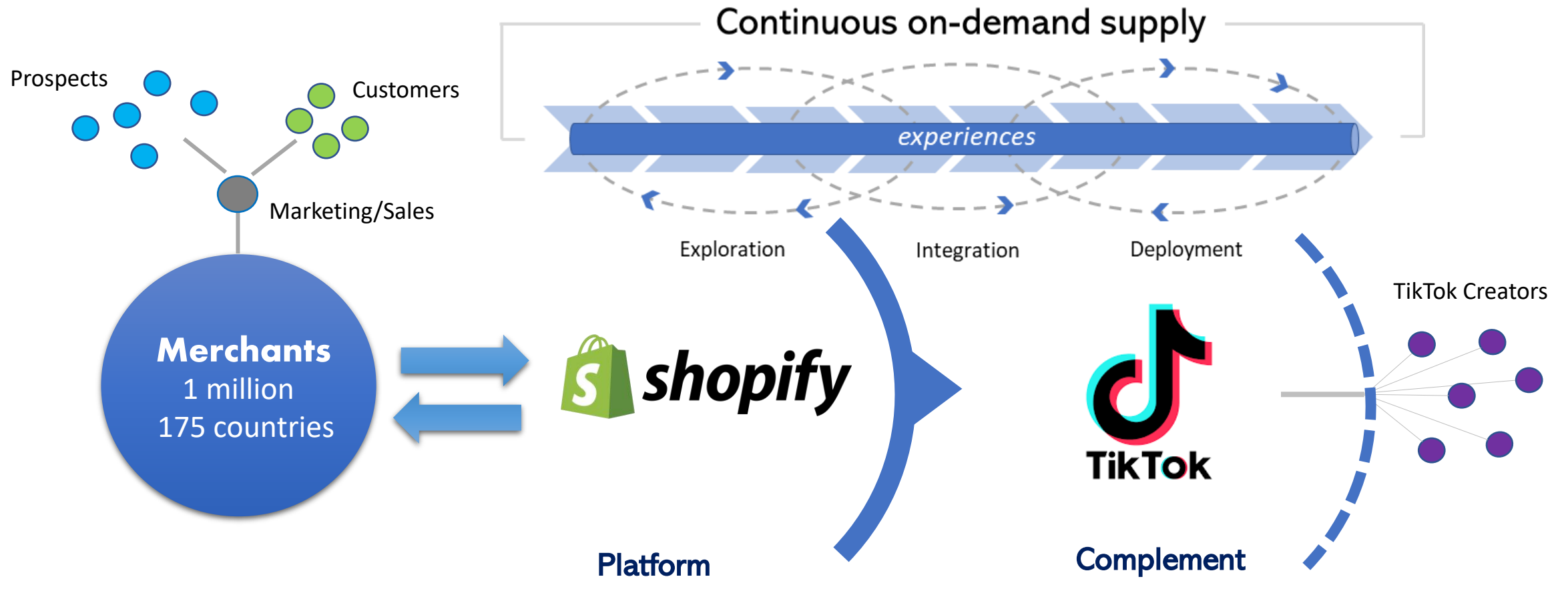
#2: Curate and Share User-Generated Content on TikTok

#3: Advertise on TikTok

#4: Influencer-generated Content

Source: <https://www.socialmediaexaminer.com/4-ways-to-use-tiktok-business/>

Platform-to-Platform integrations – scale with personalization



Delivery

Shopify has established an integration with TikTok

TikTok has a massive network of creators to engage and create content.

Amazon is rapidly adding experiences to its platform



amazon live

Live Now

Morning PC Tech Talk LeeshuLind	Saturday Morning Deals Krisli Davis	GRWM Minimal Mom Makeup The Parent Game May 29, 11:03AM	Today's Best Deals! Gracefully Glam	! Dream Home Studio AWALL SHOP	Deals and Findst Best of Amazon Puriso TV

Early Prime Day Deals

Prime Day Placeholder CrubeTipsTV Jun 1, 10:00PM	Shop the latest deals Amazon Live Deals Jun 2, 10:00AM	Exclusive Prime Day Lead Up Deals with Perricone BEAUTYBYCARLA Jun 2, 6:00PM	Shop the latest deals Amazon Live Deals Jun 3, 10:00AM	Amazing Deals June 2021 + Skincare AprilMhena7 Jun 3, 7:30PM	Today's Deals Amazon Live Deals Jun 4, 10:00AM

Featured Creators

New iPad Pro Unboxing and Setup Craig's Tech Talk May 26, 12:11PM	Let's talk summer deals! Life With Cam May 28, 8:30AM	20 Mind Blowing & Innovative Products You Shea Whitney May 27, 6:07PM	TOP TECH DEALS ON AMAZON! The Deal Guy May 27, 5:50PM	Beauty Haul Live Hannah Ann Sluss May 26, 5:00PM	At Home Cooking with Nick DiGiovanni Amazon Live May 26, 2:00PM

amazon explore

Discover new places.
Shop local items.

Prime Members, try your first live virtual experience up to \$50 for FREE with code FREEFUN
[Learn more >](#)

Most popular experiences

Mysterious Madrid: Legends and tales of the Spanish Inquisition Vexperio ★★★★★ 12 \$69 ⁰⁰ 60 min session	The colorful La Boca, its conventillos and the beginnings of Tango Signature Tours ★★★★★ 14 \$74 ⁵⁰ ...	Discover mysterious secrets of medieval Italian churches in Naples fourHQ ★★★★★ 3 \$49 ⁹⁹ 45 min session	Rickshaw tour through Tokyo's Asakusa: virtually upgraded EbiKuya ★★★★★ 41 \$19 ⁰⁰ 20 min session	Mysteries, monsters and magic: explore Edinburgh's unusual tale Vexperio ★★★★★ 29 \$69 ⁰⁰ 60 min session

New experiences this week

The best of Paris: Notre Dame, the stunning river Seine, and more Secret Tours Signature Tours ★★★★★ 1 \$99 ⁰⁰ 45 min session	Chilling in Patagonia: explore Argentina's legendary Perito Moreno Glacier Signature Tours ★★★★★ 1 \$85 ⁰⁰ 35 min session	Welcome to the Lion City: explore basic history about Singapore and its most prominent lan... fourwinds ★★★★★ 1 \$24 ⁰⁰ 30 min session	Top secrets of Lyon: explore France at the time of the Renaissance VoyageOn Travel ★★★★★ 1 \$85 ⁰⁰ 60 min session	Surprises in Salamanca, Spain: discover the history of a frog an astronaut through Ren... fourHQ ★★★★★ 1 \$49 ⁹⁹ 60 min session

Virtual date ideas

Explore the historic city center of Naples, Italy fourHQ ★★★★★ 3 \$49 ⁹⁹ 45 min session	Peruvian Pisco: a virtual cocktail class Intrepid Urban Adventures ★★★★★ 11 \$35 ⁰⁰ 60 min session	Ljubljana love stories: a virtual tour with romantic stories from Slovenia's capital Intrepid Urban Adventures ★★★★★ 20 \$35 ⁰⁰ 30 min session	Munich: the city of Churches, palaces and beer gardens Insider Tour ★★★★★ 23 \$69 ⁰⁰ 60 min session	Visit the historical center of Florence fourHQ ★★★★★ 4 \$10 ⁰⁰ 60 min session

Experiences drive new network effects



Adding experiences to eCommerce

Amazon Live and Amazon Explore are new platforms that provide a diverse menu of live events and engagement points for sellers. These new platforms, introduced since 2019, add new opportunities for positive network effects that complement Amazon's existing powerful flywheel.

Year	Experience platforms
2019	amazon live
2020	amazon explore

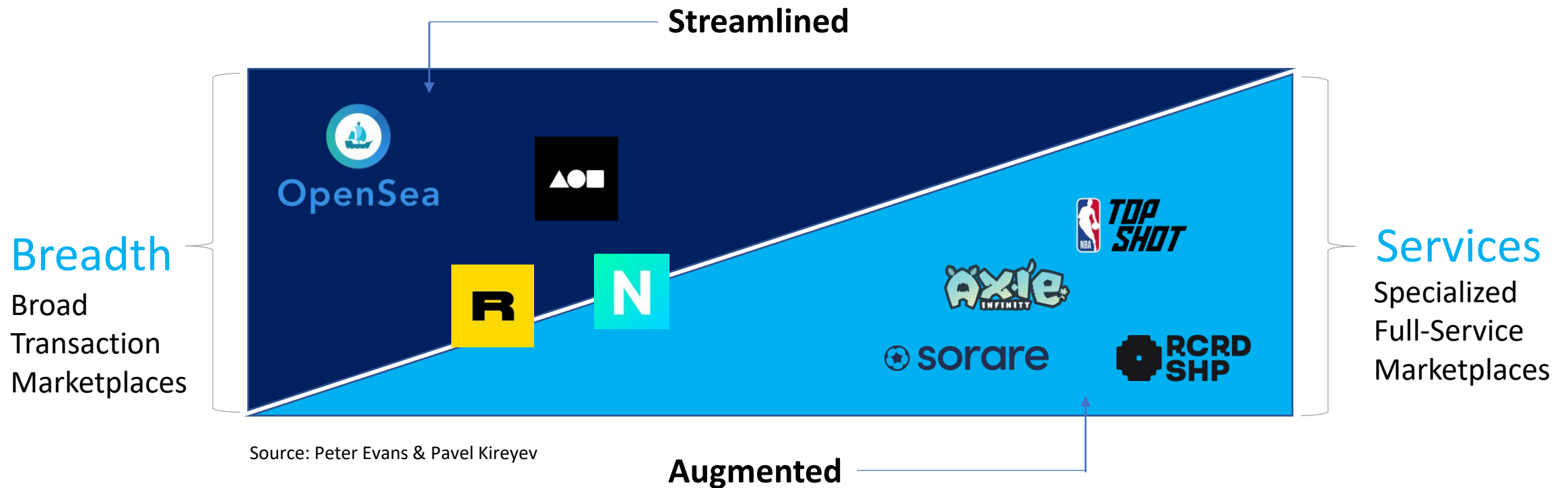
Adding experiences to Amazon's "flywheel"



Growth and structure of the emerging NFT industry



Blockchain innovation non-fungible tokens (NFTs) + marketplaces
\$2.5 billion in NFTs sold in first half of 2021*



* NFT sales volume surges to \$2.5 bln in 2021 first half, Reuters, July 6, 2021.

... Rise of the Super Apps



Deliveries

Alternative to traditional dining options including home-cooked food and dine-in restaurants

Express

Ride on the wave of e-commerce with parcel delivery services

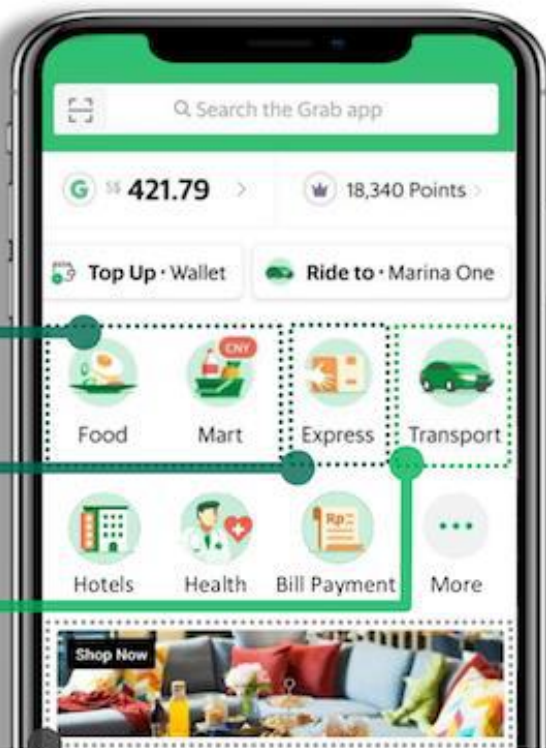
Mobility

Alternative to traditional modes of transport including trains, buses and private cars



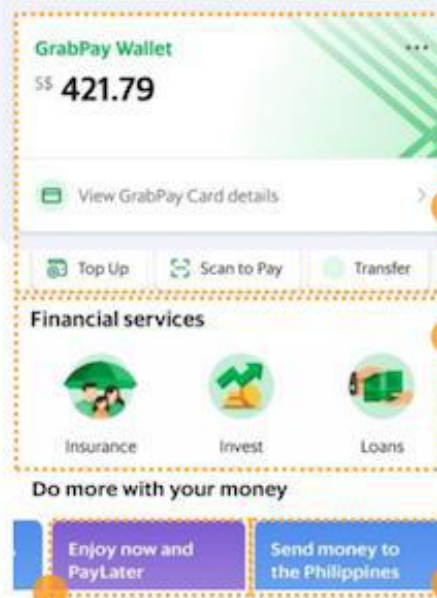
Digital Advertising

Alternative to traditional advertising mediums including prints, television, billboards, classifieds



Payment

Your wallet is encrypted and secure



Financial Services

Digital Wallet & GrabPay Card

Displace cash transactions



Insurance

Incumbents



Invest

Incumbents



Loans

Incumbents



Remittance

Incumbents



Could the Super App battle brewing in SE Asia go global?



Valuation	\$40 billion*	\$40 billion*	\$147 billion
Ride sharing	✓	✓	
Food delivery	✓	✓	✓
eCommerce	✓		✓
Streaming Entertainment	✓	✓	✓
Gaming			✓
Financial Services	✓	✓	✓

Source: Platform Strategy Institute, 2021

5 key platform trends to watch



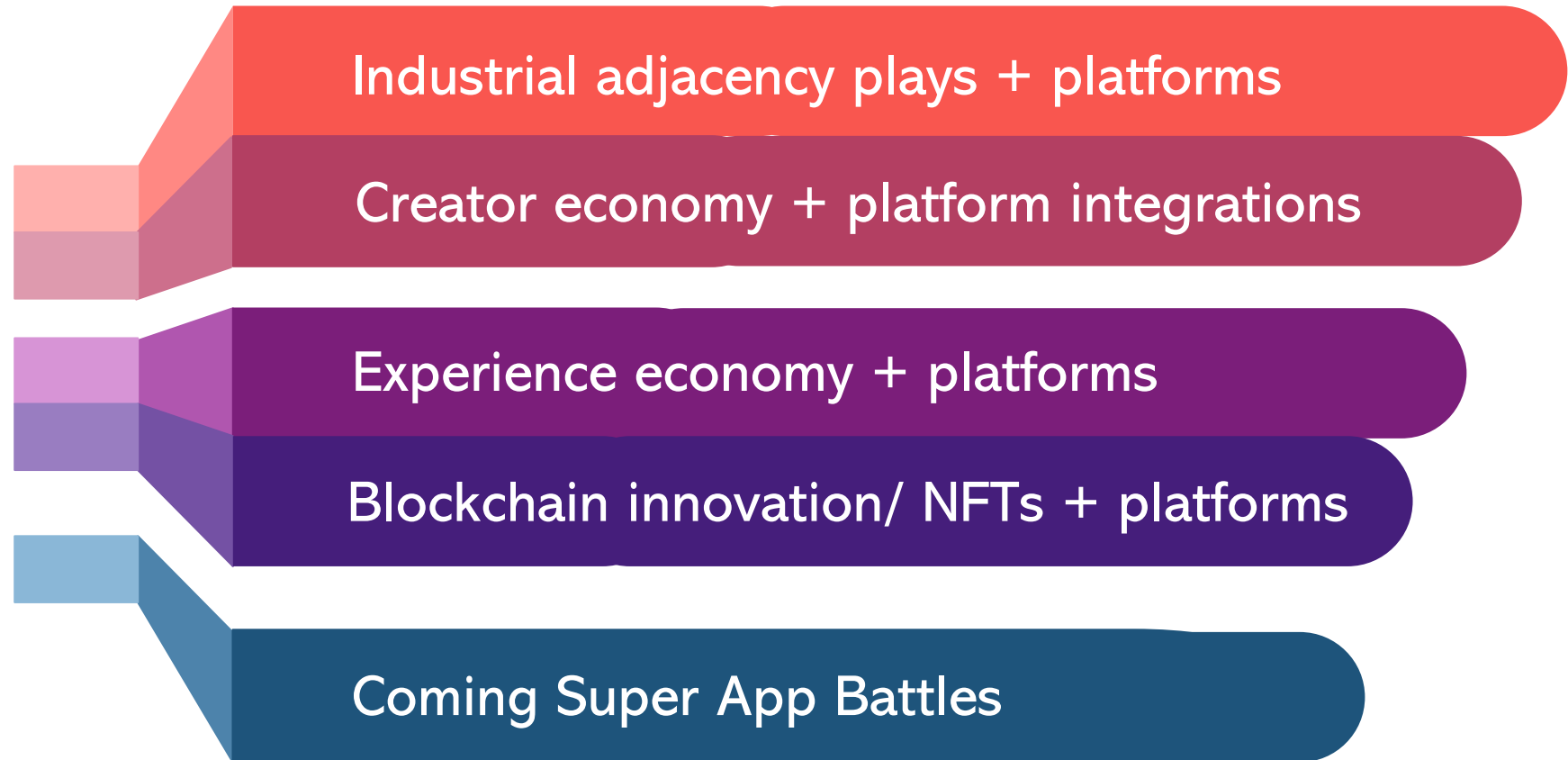
Seeing Now



Beginning to See



Horizon



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2021

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