



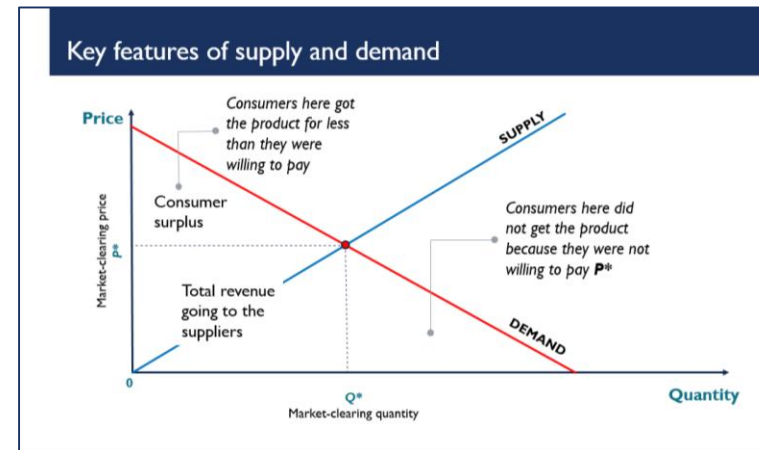
Session 12. Platform success

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O2O platforms

- Online-to-offline (O2O) platform brings the economies of the digital world to a physical good

Example: ClassPass



Liquidity

- The total numbers in a network are *one proxy* for the likely value of a network
- Does it matter how many drivers GO-JEK has if none of them are available nearby for a ride?
- Liquidity is the assurance that a transaction will happen without huge price changes



Building a thriving platform

1. Math and algorithms
2. Behavioral economics and microeconomics
3. Operations research
4. User interface and user experience

Platform pricing

- Subsidize one part of a platform to spur growth in the rest of the platform
 - Early members of a network to jumpstart growth
 - Some complements to drive sales of other products
 - One side of a two-sided network



Thank You

For references contact your
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