



# Mašinstvo i Informativne Tehnologije Forum 2018

## Approach to Business Strategy in the Time of Platform Based Businesses

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Organizatori



Prijatelji Foruma





What is Strategy?

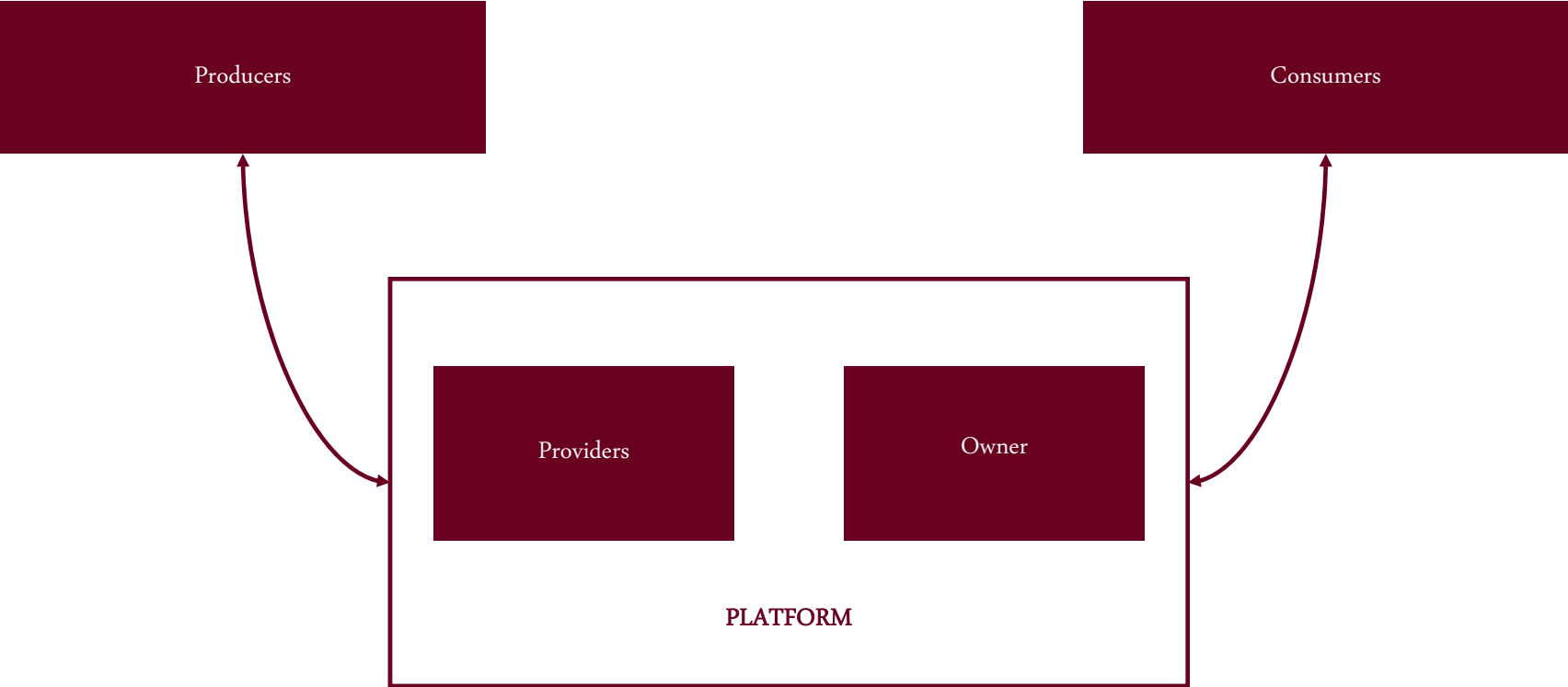
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What are Platforms?

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# Platform Ecosystem





Examples of Dominant Platforms

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Layers of Strategic Analysis

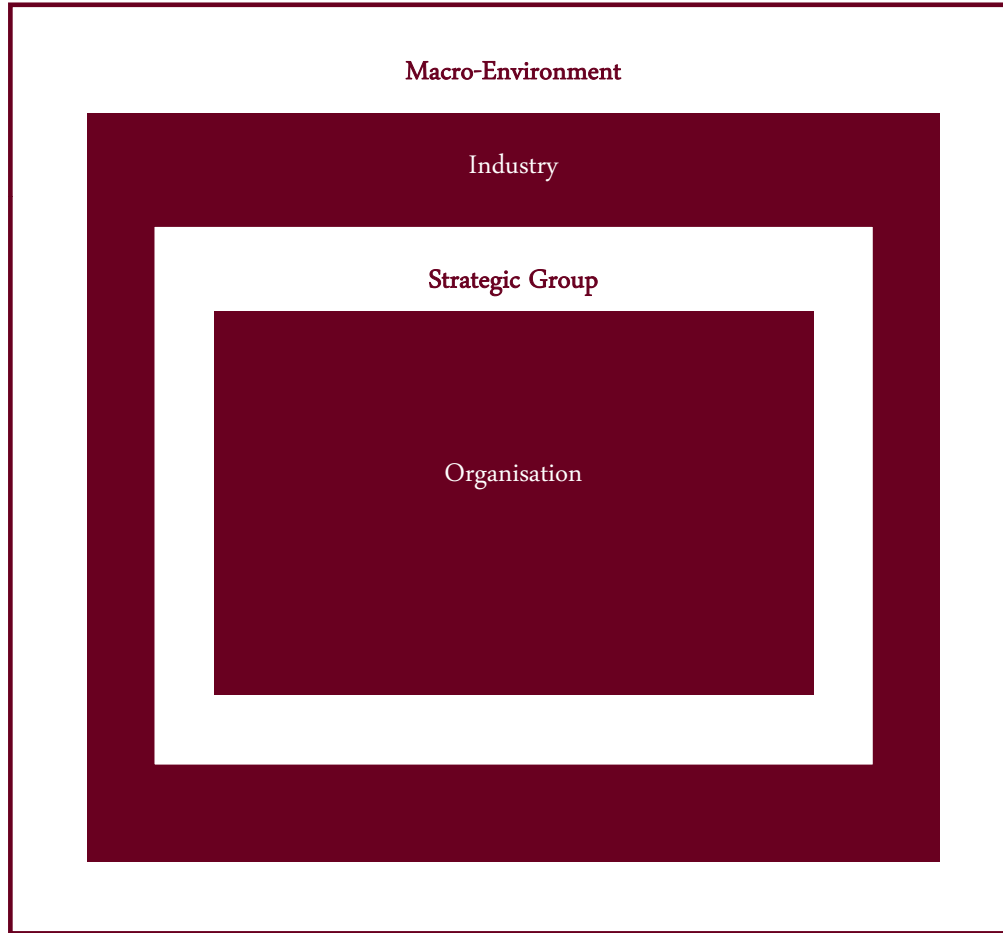
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Macro-Environment

Industry

Strategic Group

Organisation





Let's Focus on Industry Part

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How Do We Define an Industry?

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# Traditional Approach to Industry Analysis

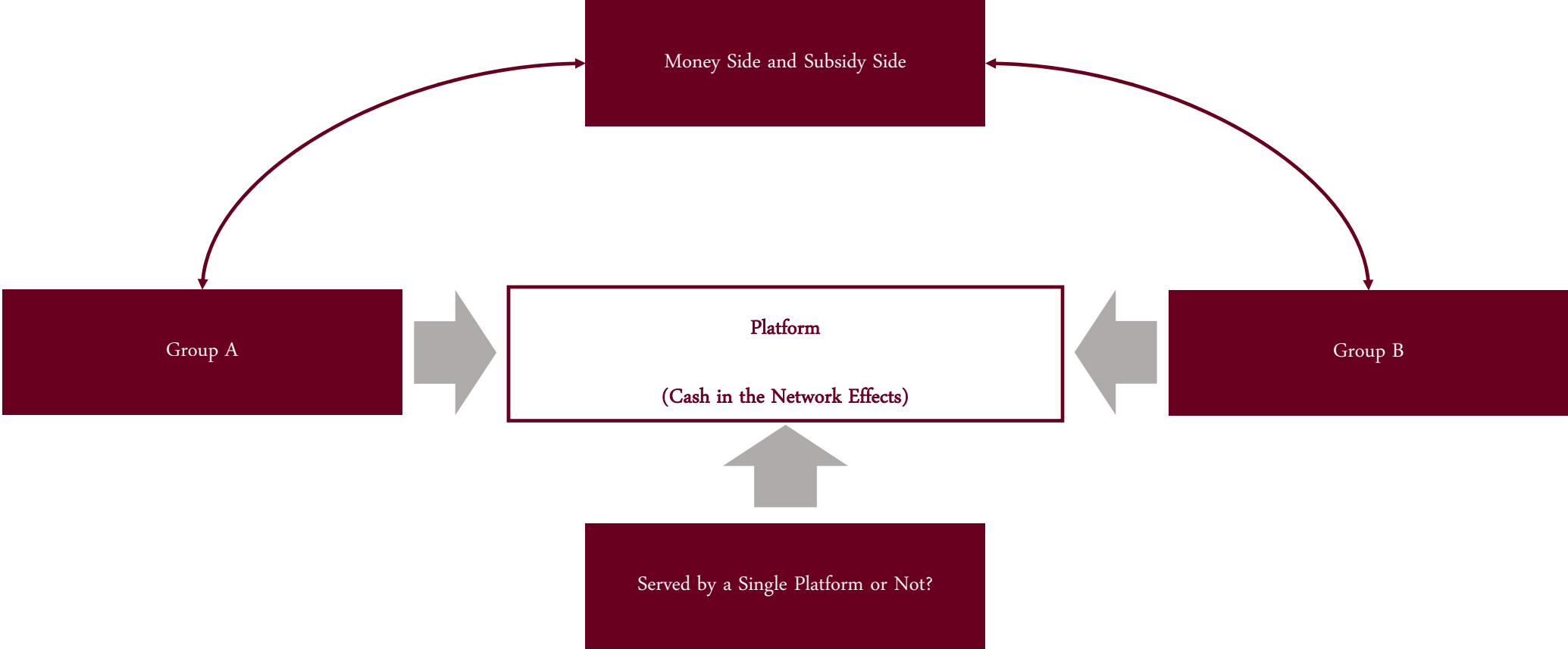




What is a Problem With This Analysis?

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# Analysing Industries as a Multi-Sided Networks



# How To Price Your Platform?

Pricing



Cross-Side Network Effects

User Sensitivity to Price

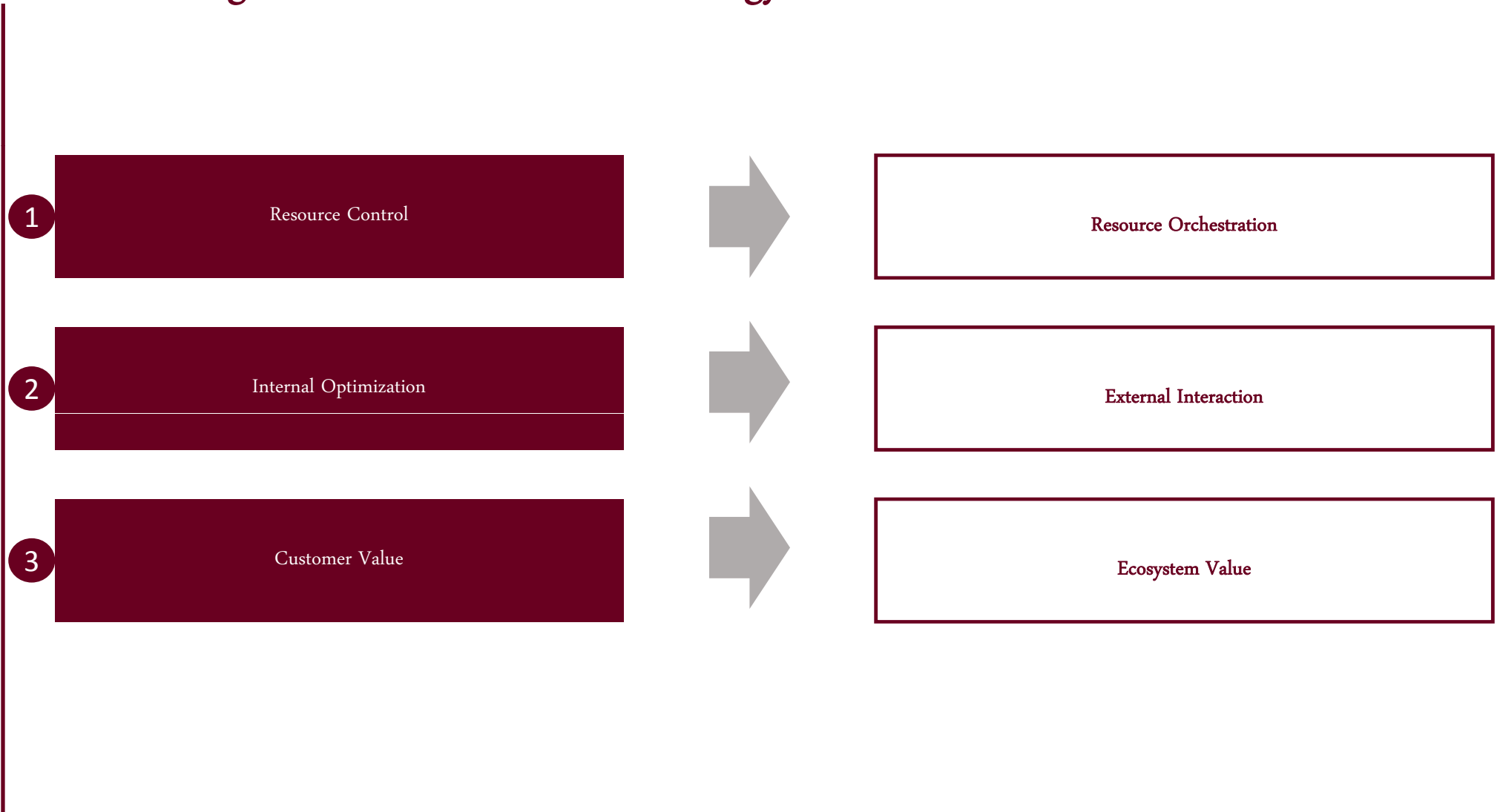
User Sensitivity to Quality

Output Costs

Same-Side Network Effects

Users' Brand Name

## What Changes in Terms of Business Strategy?



Main Risk

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Thank you for your attention!

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