

BearingPoint invites you to the

MIT Platform Strategy Summit 2017 & Business Model Innovation workshop

13–14 July, 2017, Boston

Inc. exclusive preview of new 'Business Model Benchmark' of world's top companies

Speakers include:



Barry Libert
CEO Open Matters;
Author, The Network Imperative



Marshall Van Alstyne
Prof MIT Sloan School of Management ;
Co-Author, Platform Revolution



Geoff Parker
Professor, Dartmouth College/MIT ; Co-Author, Platform Revolution



Simon Torrance
Senior Advisor, Digital Ecosystem Management, BearingPoint



Mark Bonchek
CEO, Shift Thinking, Author, Harvard Business Review.

Praise for the 2016 MIT Platform Strategy Summit:
“#PlatformSummit addressed the most important economic issues facing businesses today”

“A remarkable day of platform-centered economics and management learning”

Other speakers from companies such as:



Google



PHILIPS

Deutsche Bank



Schneider Electric

MIT Platform Strategy Summit organised by:



Supported by:

BearingPoint®

MIT Platform Strategy Summit 2017 and Business Model Innovation workshop

- Understand why 50% of the world's Top 30 brands are now platform businesses
 - Preview of the world's first 'Digital Ecosystem Management Index' and Business Model Benchmark.
 - Case studies of best practice on implementing a Platform/Ecosystem strategy and incorporating it into the corporate planning process.
 - Understand how investors are re-rating companies for the platform economy, and how to respond.
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Agenda

13th July:	Workshop on Business Model Innovation and Digital Ecosystem Management (DEM)	The Liberty Hotel 215 Charles Street Boston, MA 02114
12:00–13:00	Welcome & Networking Lunch	
13:00–13:45	The Platform/Network/Ecosystem Imperative the new way to create value and grow	
13:45–14:45	The DEM Index: world's first rating of US and European business models How your company stacks up against the digital masters and your peers	
14:45–15:45	The 5 key Steps towards business model transformation	
15:45–16:30	Digital Ecosystem Management: Where and how to apply this new strategy	
16:30–17:15	Panel of leading Chief Digital Officers: Lessons from the frontline	
17:15–18:00	Challenges and next steps	
18:00	Close	
14th July:	MIT Platform Summit 2017	MIT Media Lab 77 Mass. Ave., E14/E15 Cambridge, MA 02139-4307
08:00–08:30	Registration and Breakfast	
08:35–08:40	Welcome	
08:40–09:20	The continued rise of Platform Enterprises	
09:20–10:35	Stockmarket, P/E and VC focus on platforms	
10:35–11:05	Break	
11:05–12:40	Platforms and the Battle for the Internet of Things	
12:40–13:40	Lunch	
13:40–15:10	Platform Wars in AI and Machine Learning	
15:10–15:40	Break	
15:40–17:10	Smart Cities and Smart Nations	
17:10–18:30	Drinks	

Praise for the 2016 MIT Platform Strategy Summit:

“A truly awesome event”

To reserve a place for the event and book accommodation at the Liberty Hotel, Boston,
RSVP to: rebecca.wilkens@bearingpoint.com