

Platform Scale How An Emerging Business Model Helps Startups Build Large Empires With Minimum Investment

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growing a platform business model and addresses the key factors leading to the success and failure of these businesses. Six core concepts for successful platform business model design
1. Re-imagine your business for platform scale

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"Platform scale is achieved by maximizing the repeatability and efficiency of the platform's core interaction." 4. Solve chicken and egg problems Platform business models face an all too familiar catch-22 chicken and egg problem on the way to scaling.

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1. Re-imagine your business for platform scale

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