

# SESSIONS

## PRE-SUMMIT EXECUTIVE WORKSHOP - PLATFORM STRATEGY FOR CORPORATES - 03/11/2020

Platform Economy Summit  
Europe

3 - 6 November 2020  
Hilton Hotel  
Frankfurt

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### Registration & Welcome Coffee

13:00 - 13:30

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### Welcome, warm-up and introduction - How to create and implement a transformative platform strategy in the age of Covid19?

13:30 - 13:45

Even before the pandemic profit pools in traditional sectors were shrinking as digitization accelerated and competition increased. Even as the world wrestles with Covid19 there are many growth opportunities for innovative incumbents who can create bold new strategies. Incorporating platform and ecosystem thinking is key to this.

Even with the economic crash the most valuable companies, and the majority of 'Unicorn' start ups, operate platform-based business models. Few incumbents have been able to replicate their success even though, in principle, they have the assets to do so.

This pre-Summit workshop – based on the New Growth Playbook, an executive education programme specially designed for senior leaders and their teams - will explain why and how traditional companies can transform their business models with a platform and ecosystem strategy, and how this is even more pressing today.

In this workshop, participants will learn

- How in detail platform business models work to create new value
- Why they are so powerful and effective in an increasingly digital economy
- What are the best global case studies of traditional companies that have transformed their business models by incorporating platform thinking
- What are the 10 platform strategies and which to adopt
- How to design a new 'business model portfolio' incorporating platforms (at corporate, business unit or product group level) that delivers better ROI at less risk
- What are the options for implementing platform strategies: build, buy, partner?
- What are the 5 practical steps to RENEW your organisation's business model and make it fit for the digital economy
- How companies are using platform business models to respond to Covid19

### Participants

**Simon Torrance** - Chair, Platform Economy Summit & Author, New Growth Playbook

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### How platform business models work and why they are so powerful

13:45 - 14:45

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### Best case studies from Europe, Americas, Asia, Africa: different sectors

14:45 - 15:45

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### The 10 platform strategies and which to choose

15:45 - 16:15

### Participants

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### The 5 steps to RENEW your company's business model

16:15 - 17:00

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### Close of Pre-Summit Executive Workshop

17:00 - 17:05

# SCHEDULE

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TIME	
<b>13:00</b>	<b>13:00</b> - Registration & Welcome Coffee <b>13:30</b> - Welcome, warm-up and introduction - How to create and implement a transformative platform strategy in the age of Covid19? <b>13:45</b> - How platform business models work and why they are so powerful
<b>14:00</b>	<b>14:45</b> - Best case studies from Europe, Americas, Asia, Africa: different sectors
<b>15:00</b>	<b>15:45</b> - The 10 platform strategies and which to choose
<b>16:00</b>	<b>16:15</b> - The 5 steps to RENEW your company's business model
<b>17:00</b>	<b>17:00</b> - Close of Pre-Summit Executive Workshop

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## Registration & Welcome Coffee

08:00 - 08:30

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## Agenda, Warm-up, Welcome

08:30 - 09:00

## Participants

**Simon Torrance** - Chair, Platform Economy Summit & Author, New Growth Playbook

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## Economic and Corporate Strategy in a post-Covid world – how have the rules changed?

09:00 - 10:30

In addition to the human tragedies unfolding across the world, the Covid19 pandemic has exposed fundamental frailties in global economic and financial systems and the business models of public and private sector organisations that operate within them.

As the world slowly get to grips with the virus, leaders need to quickly re-evaluate their strategies and business models.

The Fourth Industrial Revolution, and the digitalisation that drives it, has already disrupted industry structures and shrunk traditional profit pools. The pandemic is an order of magnitude more disruptive, of course, but one that could be a catalyst for the business model transformation that has been slow in coming.

Some organisations flourish in the digital economy and are showing resilience during this pandemic, relative to others. These are the ones which have invested in advanced digital business models – particularly based on platform and ecosystem strategies. They have learnt how to orchestrate or exploit the emerging digital ecosystems that cut across traditional sectoral boundaries.

More than ever before corporate and government leaders, investors and entrepreneurs need to understand how to apply the power of digital platforms and ecosystems to address pressing socioeconomic challenges, for the sake of all stakeholders. Europe is falling behind and needs to find a more dynamic path forward.

It's time to fightback against old ways of thinking and acting, and invest in strategies and business models that can work more effectively in a hyper-connected world.

In this session we look in-depth at the implications on corporate strategy:

- What have we learned/are we learning from the Covid19 pandemic?
- Assuming we manage to safeguard lives, how can we safeguard livelihoods?
- What will the 'Next Normal' look like? What economic and business models will work best in this new world?
- What systemic changes to the global economy and to individual businesses are needed to create greater resilience?
- Where should governments, investors and corporations place their bets to accelerate recovery and future growth?
- How can leaders best manage in such difficult times?

New analysis will be shared and a world-expert panel will explore these topics from multiple perspectives, to provide the foundation for the rest of the Summit.

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## Morning Coffee and Networking Break

10:30 - 11:00

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## ESG and Purposeful Ecosystems – New collaborative opportunities to impact Healthcare, Social and Environmental challenges

11:00 - 12:00

Platforms – as mechanisms for allocating information, ideas and resources efficiently between multiple participants - have the potential to enable new ecosystems of innovation that can address not only healthcare challenges like Covid19 but also other pressing ecological and societal issues (the UN's Social Development Goals, SDGs). In this session we look at:

- Where and how in practice could new platforms positively impact our fight against Covid19?
  - How can we apply platform and ecosystem thinking to address SDGs too?
  - What new forms of public-private cooperation is needed to create efficient 'systems' of interaction and transaction?
  - How do government and corporate governance structures need to change to enable the benefits?
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## Networking Lunch

12:00 - 13:30

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## How to beat Amazon at their own game in B2C, B2B and Healthcare?

13:30 - 15:00

Online Marketplaces

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## New ways for corporates to leverage assets to compete

13:30 - 15:00

Venture building, Start-up collaboration and Scaling Corporate Start-Ups

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## Realising the true potential of Blockchain, APIs and AI

13:30 - 15:00

Platform Technology

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## Afternoon Coffee & Networking Break

15:00 - 15:30

## Regulating the European digital economy – how to stimulate not stymie innovation?

15:30 - 16:30

Even with the pandemic, hyperscale platform companies – Google, Amazon, Apple, Microsoft, Facebook, Alibaba, Tencent – are becoming more and more powerful and disrupting or dominating more sectors with their 'winner takes all' business models. Regulation has been unable to keep up with their speed of innovation in exploiting data and AI (the key to their business models) or their ability to lobby policy makers, resulting in grave concerns over abuses of power and anti-competitive behaviour, and the increasing impact this is having on regional innovation.

European regulators are starting to put together more effective 'ex-ante' remedies, in particular related to data portability, mobility and interoperability, along with more effective international cooperation. But they need government agreement to implement effective action as part of joined-up industrial strategies.

As more platforms emerge in more sectors, created by start-ups and corporates and driven by the exploitation of data, effective regulation and legislation becomes more and more important, especially as we try to recover from the socioeconomic impact of Covid19.

In this session we look at:

- Where do the problems really lie in regulating the digital and platform economy?
- How does the Covid19 pandemic impact regulatory approaches?
- How will problems evolve as more platform businesses emerge in sectors like B2B and healthcare?
- How could we create a fair and level playing field that stimulates rather than stymies innovation in Europe?
- Could we transpose regulation from other sectors, like 'Open Banking' and PSD2, to digital businesses?
- Is the EU's new digital strategy compatible with the urgent demands of tackling Covid19?

## Corporate Innovation 2.0 – How to fightback against the crisis and get fit for the future?

16:30 - 17:30

The world needs more corporate innovation at this time of crisis. It's not a time for retrenchment. This is a golden moment to apply radical ambidexterity – whereby companies continue to protect and optimise their core business while at the same time invest in creating new businesses that serve unmet market needs in new ways.

Barely 6% of CEO's were happy with their company's innovation efforts before the pandemic. 85% worried that their business models would not be economically viable as their sector digitalised. At the same time investment in digital by most European corporations was merely keeping their heads above water, and not delivering any meaningful economic profit. Capital was still allocated overwhelmingly towards incremental innovation focused on the existing business model. Investors didn't believe that incumbents could generate value from anything else and were unimpressed by the 'Innovation Theatre' they'd seen over the last few years.

A crisis creates an opportunity for renewal: of leadership mindsets, organisational structures, governance mechanisms, operating models, talent, skills and metrics – all in urgent need of a refresh to address the current crisis and get fit for the future.

In this session we look at:

- How corporates can, in practice, create more effective structures to fast track the future
- How corporates can fight Covid19 with disruptive innovation
- The best global examples that demonstrate the art of the possible
- The 5 key steps to unlocking the potential of your company right now

## Gala Networking Evening

19:00 - 21:00

# SCHEDULE

SUMMIT DAY 1 - 04/11/2020

Platform Economy Summit Europe

3 - 6 November 2020

Hilton Hotel  
Frankfurt

TIME	ONLINE MARKETPLACES	PLATFORM TECHNOLOGY	VENTURE BUILDING, START-UP COLLABORATION AND SCALING CORPORATE START-UPS
<b>08:00</b>	<b>08:00</b> - Registration & Welcome Coffee <b>08:30</b> - Agenda, Warm-up, Welcome	<b>08:00</b> - Registration & Welcome Coffee <b>08:30</b> - Agenda, Warm-up, Welcome	<b>08:00</b> - Registration & Welcome Coffee <b>08:30</b> - Agenda, Warm-up, Welcome
<b>09:00</b>	<b>09:00</b> - Economic and Corporate Strategy in a post-Covid world – how have the rules changed?	<b>09:00</b> - Economic and Corporate Strategy in a post-Covid world – how have the rules changed?	<b>09:00</b> - Economic and Corporate Strategy in a post-Covid world – how have the rules changed?
<b>10:00</b>	<b>10:30</b> - Morning Coffee and Networking Break	<b>10:30</b> - Morning Coffee and Networking Break	<b>10:30</b> - Morning Coffee and Networking Break
<b>11:00</b>	<b>11:00</b> - ESG and Purposeful Ecosystems – New collaborative opportunities to impact Healthcare, Social and Environmental challenges	<b>11:00</b> - ESG and Purposeful Ecosystems – New collaborative opportunities to impact Healthcare, Social and Environmental challenges	<b>11:00</b> - ESG and Purposeful Ecosystems – New collaborative opportunities to impact Healthcare, Social and Environmental challenges
<b>12:00</b>	<b>12:00</b> - Networking Lunch	<b>12:00</b> - Networking Lunch	<b>12:00</b> - Networking Lunch
<b>13:00</b>	<b>13:30</b> - How to beat Amazon at their own game in B2C, B2B and Healthcare?	<b>13:30</b> - Realising the true potential of Blockchain, APIs and AI	<b>13:30</b> - New ways for corporates to leverage assets to compete
<b>14:00</b>			
<b>15:00</b>	<b>15:00</b> - Afternoon Coffee & Networking Break <b>15:30</b> - Regulating the European digital economy – how to stimulate not stymie innovation?	<b>15:00</b> - Afternoon Coffee & Networking Break <b>15:30</b> - Regulating the European digital economy – how to stimulate not stymie innovation?	<b>15:00</b> - Afternoon Coffee & Networking Break <b>15:30</b> - Regulating the European digital economy – how to stimulate not stymie innovation?
<b>16:00</b>	<b>16:30</b> - Corporate Innovation 2.0 – How to fightback against the crisis and get fit for the future?	<b>16:30</b> - Corporate Innovation 2.0 – How to fightback against the crisis and get fit for the future?	<b>16:30</b> - Corporate Innovation 2.0 – How to fightback against the crisis and get fit for the future?
<b>17:00</b>			
<b>18:00</b>			
<b>19:00</b>	<b>19:00</b> - Gala Networking Evening	<b>19:00</b> - Gala Networking Evening	<b>19:00</b> - Gala Networking Evening

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## Registration & Morning Coffee

08:00 - 08:30

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## Agenda, Warm-Up, Welcome

08:30 - 09:00

## Participants

**Simon Torrance** - Chair, Platform Economy Summit & Author, New Growth Playbook

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## Open Finance and new fintech business models: how financial services can enable a new wave of innovation for all sectors in the post-Covid economy?

09:00 - 10:30

While incumbent financial institutions – banks and insurance companies – have been struggling to create new growth and value from their centuries old business models, financial services themselves could become much more valuable to business and society as they get embedded into digital products and services and help society recover from the pandemic.

Technical advances mean that pretty soon any organisation can integrate financial services into their offerings and all individuals – no matter their socioeconomic demographic - will be able to access affordable and innovative services that are truly responsive to their needs in real time.

‘Open Finance’, or ‘embedded finance’, will make it easier to integrate payments, loans and insurance into digital products at the point of purchase or access. Financial services could become the most profitable element of many non-financial digital businesses and could help to speed up the recovery of corporates, SME’s and the self-employed in a post-Covid19 world.

Many are starting to see the potential for financial technology to become the world’s newest platform after the internet, cloud and mobile: a fourth platform upon which a new wave of compelling propositions and companies will be built.

Is it possible for the financial services industry – incumbent institutions, entrepreneurs, investors and regulators - to think outside the box and fast track a new future of collaboration with other sectors that helps to accelerate economic recovery after the pandemic?

In this session we look at where the big platform-informed value creating opportunities could lie for all sectors and society as a whole in these difficult times. In particular we’ll explore the roles of:

- Embedded Finance
  - Bank-as-a-Service
  - Bank-as-a-Platform: FS and non-FS marketplaces
  - Cross-sector ecosystem ventures
  - Digital solutions (B2B, B2C and healthcare)
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## Morning Coffee and Networking Break

10:30 - 11:00

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## New Platform Innovation in Payments

11:00 - 12:30

Payments

Latest analysis, cutting edge case studies + interactive discussion

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## New Platform Innovation in Lending

11:00 - 12:30

Lending

Latest analysis, cutting edge case studies + interactive discussion

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## New Platform Innovation in Insurance

11:00 - 12:30

Insurance

Latest analysis, cutting edge case studies + interactive discussion.

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## New Platform Innovation in Wealth Management

11:00 - 12:30

Wealth Management

Latest analysis, cutting edge case studies + interactive discussion.

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## Networking Lunch

12:30 - 14:00

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## Corporate-FinTech Collaboration – how and where to make it work?

14:00 - 15:00

It’s important to harness the creativity and expertise of start-ups and scale-ups, but most FI’s have not generated real value from this today and the 3rd parties are frustrated. There are significant opportunities to drive cost and process efficiencies within core operations, help the world recover from Covid19, as well as create new revenue growth opportunities. But how to find and effectively work with the best and most appropriate 3rd parties is a tricky task. In this session we look at global best practice, case studies and examples, and explore how to make corporate-fintech-developer collaboration work for the benefit of all stakeholders.

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## Afternoon Coffee & Networking Break

15:00 - 15:30

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## New vision: practical steps to recovery, resilience and growth

15:30 - 17:00

Pre-Covid19 financial institutions were already struggling to make the bold strategic investments that would transform their business models and add greater value to the wider economy. Now, while they need to stabilise and address immediate operational challenges, there is also huge demand from all sectors and customer groups for more innovative and accessible financial solutions.

In this final session of the Summit we look at how leaders can manage such a complex balancing act and create the business of the future from the legacy of today. In particular we will explore:

- How to get the basics in place to get through the Covid19 emergency?
  - How to develop innovation portfolios that support the short and long term?
  - How and where to place bigger growth bets?
  - How and where to make hard choices on technology investment?
  - How to re-think organisational structures to unleash the full potential of Open Finance?
  - How to communicate more effectively with investors, consumers and businesses about the potential role they can play in driving a more effective and fair economic system?
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## Close of Day 2

17:00 - 17:15

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# SCHEDULE

SUMMIT DAY 2 - 05/11/2020

Platform Economy Summit Europe

3 - 6 November 2020

Hilton Hotel  
Frankfurt

TIME	INSURANCE	LENDING	PAYMENTS	WEALTH MANAGEMENT
<b>08:00</b>	<b>08:00</b> - Registration & Morning Coffee <b>08:30</b> - Agenda, Warm-Up, Welcome	<b>08:00</b> - Registration & Morning Coffee <b>08:30</b> - Agenda, Warm-Up, Welcome	<b>08:00</b> - Registration & Morning Coffee <b>08:30</b> - Agenda, Warm-Up, Welcome	<b>08:00</b> - Registration & Morning Coffee <b>08:30</b> - Agenda, Warm-Up, Welcome
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<b>11:00</b>	<b>11:00</b> - New Platform Innovation in Insurance	<b>11:00</b> - New Platform Innovation in Lending	<b>11:00</b> - New Platform Innovation in Payments	<b>11:00</b> - New Platform Innovation in Wealth Management
<b>12:00</b>	<b>12:30</b> - Networking Lunch	<b>12:30</b> - Networking Lunch	<b>12:30</b> - Networking Lunch	<b>12:30</b> - Networking Lunch
<b>13:00</b>				
<b>14:00</b>	<b>14:00</b> - Corporate-FinTech Collaboration – how and where to make it work?	<b>14:00</b> - Corporate-FinTech Collaboration – how and where to make it work?	<b>14:00</b> - Corporate-FinTech Collaboration – how and where to make it work?	<b>14:00</b> - Corporate-FinTech Collaboration – how and where to make it work?
<b>15:00</b>	<b>15:00</b> - Afternoon Coffee & Networking Break <b>15:30</b> - New vision: practical steps to recovery, resilience and growth	<b>15:00</b> - Afternoon Coffee & Networking Break <b>15:30</b> - New vision: practical steps to recovery, resilience and growth	<b>15:00</b> - Afternoon Coffee & Networking Break <b>15:30</b> - New vision: practical steps to recovery, resilience and growth	<b>15:00</b> - Afternoon Coffee & Networking Break <b>15:30</b> - New vision: practical steps to recovery, resilience and growth
<b>16:00</b>				
<b>17:00</b>	<b>17:00</b> - Close of Day 2	<b>17:00</b> - Close of Day 2	<b>17:00</b> - Close of Day 2	<b>17:00</b> - Close of Day 2

# SESSIONS

POST-SUMMIT PLATFORM & ECOSYSTEM DESIGN MASTERCLASS - 06/11/  
2020

Platform Economy Summit  
Europe

3 - 6 November 2020  
Hilton Hotel  
Frankfurt

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## Registration & Coffee

08:30 - 09:00

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## Welcome & Introduction

09:00 - 09:30

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## Key elements of Platform Design and Ecosystem theory: how post-industrial markets operate differently

09:30 - 10:30

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## Morning Coffee & Networking

10:30 - 11:00

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## Scanning an ecosystem landscape to identify friction and value flows

11:00 - 12:00

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## Lunch Break

12:00 - 13:00

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## Ecosystem mapping of players and components to identify new opportunities

13:00 - 14:00

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## Visual exploration of strategic platform plays

14:00 - 15:00

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## Afternoon Coffee & Networking

15:00 - 15:30

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## How to validate your assumptions and strategic hypotheses

15:30 - 16:30

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## Conclusion & Key Takeaways

16:30 - 17:00

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## Close of Masterclass

17:00 - 17:05



# SCHEDULE

POST-SUMMIT PLATFORM & ECOSYSTEM DESIGN MASTERCLASS - 06/11/  
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14:00	14:00 - Visual exploration of strategic platform plays
15:00	15:00 - Afternoon Coffee & Networking 15:30 - How to validate your assumptions and strategic hypotheses
16:00	16:30 - Conclusion & Key Takeaways
17:00	17:00 - Close of Masterclass