

# Platform Business Innovation

Overview Trainings & Masterclasses





“The platform innovation kit is an excellent toolset to understand and create platform business models.”

**PRISMA**   
EUROPEAN CAPACITY PLATFORM

**Thilo Kassen**  
Executive Manager Strategy

# Overview



## Training Platform-Economy

- **Goal:** You will learn the basics of platform economics and platform innovation. This allows you to spot and design your own platform business
- **Duration:** 1 Day
- **Type:** inhouse or public



## Masterclass Lean Platform Innovation

- **Goal:** The full program covers platform economics and a comprehensive deep dive into Lean platform innovation. Perfect for innovation and business development managers.
- **Duration:** 2 Days
- **Typ:** public



## Individuelles Coaching

- **Ziel:** Individual coaching of you or your team to answer critical questions or prepare you for the next step of your platform evolution.
- **Duration:** individual
- **Typ:** Remote

# Become a certified „Platform Business Innovation Champion“

**Certification in 3 Steps,  
on-the-job, highly  
individual, innovative**

You want to become a master in Lean Platform Innovation to drive your own business or help others to ignite? Then this 3-step course enables you to facilitate your own workshops and trainings.

- **Goal:** Learn the fundamentals of platform economics and the Lean Platform Innovation methodology to Erlernen der Grundlagen und Methodik für die Anwendung in eigenen Kundenworkshops

- **Duration:** 2 days
- **Certificate:** „Fundamentals“

- **Goal:** Application of the learned fundamentals to an own innovation case. We plan and facilitate a workshop together and you see + learn hands-on best practices from our experts.

- **Duration:** 4 days (incl. Preparation and Debriefing)

- **Goal:** You plan and facilitate workshops by your own. Our experts will be there to coach you throughout preparation and debriefing. This will end the certification training.

- **Duration:** 3 Sessions a 2 hours
- **Certificate:** „Lean Platform Innovation Champion“

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**Step 1:  
Participate in Masterclass**

2

**Step 2: Customer Workshop  
together with our experts**

3

**Step 3:  
Individual Coaching**

# Testimonials

„Thank you to Matthias for the impressive overview of the Platform Innovation Kit. It is a very helpful tool for the creation and planning of platform-based business models and start-ups.“

*Franz Berge, Teilnehmer Masterclass*

„The Platform Innovation Kit is a great designed method to get different perspectives of your new business.“

*Artur Nonnenmacher, New Business Manager – Balluff AG*

„The Platform Innovation Kit absolutely kept its promise of hyper scaling our business by tapping into the power of ecosystems and collaboratively owned surplus value!“

*Christoph Hinske, Center for Societal Smart Grid Design*

# Adopters & Supporters

**PRISMA**  
EUROPEAN CAPACITY PLATFORM

**Infineon**

**DAIMLER**

**BALLUFF**  
sensors worldwide

 **Lufthansa**  
Industry Solutions

**T-Systems**

 **DREGENO**  
SEIFFEN eG

**Dialog**

Selected Customers



**GRÜNDERNEST**

**etventure**  
from idea to business

 **pwc** | *PwC's Academy*  
Learning designed for me

dresden | **exists**

  
**Vi-Tools.com**  
BUILD GREAT THINGS FASTER

**creatlr**

 **Barcelona**  
StartupWeek

Partners

 **TECHNISCHE**  
**UNIVERSITÄT**  
**DRESDEN**

**HTW** Hochschule für  
Technik und Wirtschaft  
Dresden  
University of Applied Sciences

**INSEAD**  
The Business School  
for the World®

 **University of St.Gallen**

Universities

## Contact



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Lean Platform Innovation Methodology

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