Platform Management Tool
Pre-use Canvas

Establish Platform Profile
Determines perspective and approach towards tool

Tool Overview
Graphical overview of canvasses included in tool

Profile consideration
Directing question
Implication(s)

1. Platform Type
   Is the platform a transaction platform, an innovation platform or an integrated platform?
   This factor will lead to one of the following three cases:
   (1) Concepts relating to economic view emphasised
   (2) Concepts relating to engineering view emphasised
   (3) Concepts relating to both views emphasised

2. Internal or External Platform
   Does the platform owner firm function as an internal or external platform firm?
   This decision will lead to one of the following two cases:
   (1) An internal platform will approach ecosystem canvasses with the platform and developers as the same firm
   (2) An external platform will approach ecosystem canvasses with the platform and developers as separate firms

3. Platform Distribution Channels
   How will the platform and end-products be distributed or accessed?
   These decisions will emphasise certain concepts and categories. For example: cloud-based, online or offline access or distribution via a marketplace will affect platform design

4. Application Industry
   In which industries will the platform or its end products, services or technologies be used?
   Certain industries (e.g. health) will require special attention to certain categories and concepts. For example concepts relating to standards, protocols, control mechanisms, context of use, etc.

Overview Canvas:
Links two dimensions

Dimension One: Ecosystem factors
- Highlight key concepts for consideration
- Ask key questions regarding concepts
- Categorise concepts

Dimension Two: Platform development
- Outlines development categories
- Presents possible interpretations of Ecosystem Canvasses’ concepts
- Links categories to SA health

Canvas aims:
- "Highlight key concepts for consideration"
- "Ask key questions regarding concepts"
- "Categorise concepts"
- "Outlines development categories"
- "Presents possible interpretations of Ecosystem Canvasses’ concepts"
- "Links categories to SA health"