Platform Management Tool
Dimension One: Platform Owner Canvas

Focus Areas
1. Scope
2. Goals
3. Measurement
4. Data functionality
5. Core interaction
6. Openness
7. Financials
8. Stability
9. Values
10. Vision
11. How will the products developed on the platform be distributed? Will the end
12. What are the key activities required to achieve the core interaction and functionality of the platform? Includes technology, connectivity, IP, storage
13. What security precautions will be implemented to protect the platform against external factors such as bad developer practices?
14. How and where will the data generated be stored? Who has ownership of the different types of data generated by the use of the platform? Can aggregated data be used by developers to strengthen their competitive position?
15. Will the R&D be done in correspondence with developers? How will the platform owner firm ensure that the evolution of the platform aligns with the regime of emerging technologies and innovations? Will R&D be outsourced as a part of an open innovation approach?
16. Will there be a need to evol
17. What is the envisioned organisational structure within the ecosystem? How can the ecosystem be divided into subsystems?
18. Will the platform need to evolve to align with mandatory core-specific organisations/initiatives? Is the revenue model designed in such a way to ensure survival and sustainability of the ecosystem partners? What are risks related to that specific industry, partners or technology?
19. Will there be support for the use of the platform? Who will provide this support? Will it be integrated into the software?
20. What are the hardware requirements to realise the platform? This may refer to servers, back-ups, etc.

Platform Owner Firm Design
1. Key resources
2. What is the area(s) of platform operation? How will scope creep and the crossing of predetermined platform boundaries be prevented?
3. What is the core asset of the platform and the platform owner in the ecosystem?
4. What is the perceived value of the platform to the platform owner firm and developers? Does the vision attract the desired participants to the platform and ecosystem? Should the vision be shared by all participants within the ecosystem?
5. What is the envisioned future state of the platform, platform owner firm and ecosystem? Does the vision attract the desired participants to the platform and ecosystem? Should the vision be shared by all participants within the ecosystem?
6. What is the rational behind the platform owner firm and ecosystem? How will the platform owner firm and ecosystem be sustainable? How will success be measured in terms of platform owner firm, developers and end users?
7. What is the mission that the platform aims to implement or achieve? What types of additional functionality could be added in future? What is the main purpose of the platform? What gap in the market does it aim to fill?
8. What is the platform owner firm's role in the ecosystem? Will it have a seamless transition? Will external parties perceive the platform as stable, due to its association with the platform owner firm?
9. How can the platform be sustainably funded? How will the platform create, capture and deliver value? To what extent will the platform owner and developers share revenue?

Platform Ecosystem Design
1. Proprietary vs shared Intellectual Property
2. Licensing
3. Standards
4. Market forces
5. Industry forces
6. Competition
7. Customer value
8. Macro-economic forces
9. Industry
10. The product lifecycle
11. Core activity
12. New entrants
13. Exit barriers
14. Substitutes
15. Governmental standards that are related to the core interaction and functionality
16. What is the ownership structure of the platform and its components?
17. Can the IP rights be established to facilitate third-party innovation and not limit it?
18. What are the licensing agreements, if any, between the platform owner firm and developers look like?
19. What are the requirements that the platform IP rights must meet to be opting for certain industry, partners or technology?
20. What is the ecosystem size that may influence the platform?

Platform Technology Infrastructure
1. Stability
2. Modularity
3. Interoperability
4. Toolkits
5. Openness
6. People methods
7. Application type
8. Transforming languages
9. Implementation languages
10. Middleware, web-based, interface technologies
11. Data distribution channels
12. Data governance and storage
13. Security
14. Key activities
15. Providers
16. Platform security
17. Technical support
18. Hardware requirements
19. How will the platform owner firm ensure that the platform meet and/or exceed its intended standards?
20. What is the value this platform brings to the ecosystem?

Platform Operations
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