Platform Management Tool
Dimension Two: Platform Development Canvas

1. Platform core
   - What?
   - Why?

2. Ecosystem and Environment
   - Establish roles
   - Potential for value creation
   - Value creation, capture & delivery

3. Platform and Governance Design
   - Define Value Creation Logic
   - Monetisation (Value capture and distribution)

4. Managing and Operation
   - Market Entry
   - Monitor & Evaluate
   - Informal Control
   - Openness Dimensions
   - Ecosystem Health Watch

5. Evolution
   - How should the platform and ecosystem evolve? What should evolve?

Platform core
What? Why?

Select and Build Ecosystem Partners
Identify Embedded Ecosystems
Create Personas
Consider Competitive Dynamics

Ecosystem and Environment

Software Ecosystems
Business Ecosystems

Information Systems
Software Engineering Economics

Management Economics
Ecosystem Governance

Innovation Technology Management

Platform and Governance Design

Platform and Economic Design

Managing and Operation

Evolution

Goals
Priorities

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