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Kuliah-4 Platform Strategy

Platform Growth Model

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- A two-sided market, otherwise called a two-sided network, is an economic platform with various distinct actors or stakeholders that provide each other with system benefits
- In a two-sided market, the conventional industrial theory is not applicable, or it needs to be modified to compensate for indirect network effects
- The criteria for market definition, market power assessment, unfair practice judgment and other concepts differ in a two-sided market.
- The platform has the tendency of open innovation (i.e. open innovation is the creation of new products or services by procuring the technology and ideas the company needs from outside while sharing internal resources with the outside)
- Open innovation on the platform means that the company's innovation is not the platform provider alone, but the collaboration of various participants on the platform
- With open innovation on the two-sided markets, platform business provides business sustainability

- Platform businesses are currently in the spotlight because of their rapidly expanding use as a tool of business strategy.
- Thus, platforms are emerging as an essential element of competitiveness in a business ecosystem
- A platform is a collection of solutions through access channels or interfaces that relate to the issues of entities belonging to an ecosystem.
- A platform is understood as something that allows other participants within an ecosystem to build complementary goods, services, or technologies based on an integrated foundation of goods, services and technologies.

Maturity Stage: Platform quality management and revenue structure construction measure for establishing the business ecosystem.

Expansion Stage: Way to reach critical mass for accelerating the network effect;

Growth Stage: Solutions to the chicken-or-the-egg problem endemic to constructing a two-sided market;

Entry Stage: internal and external analysis for selecting the platform business;

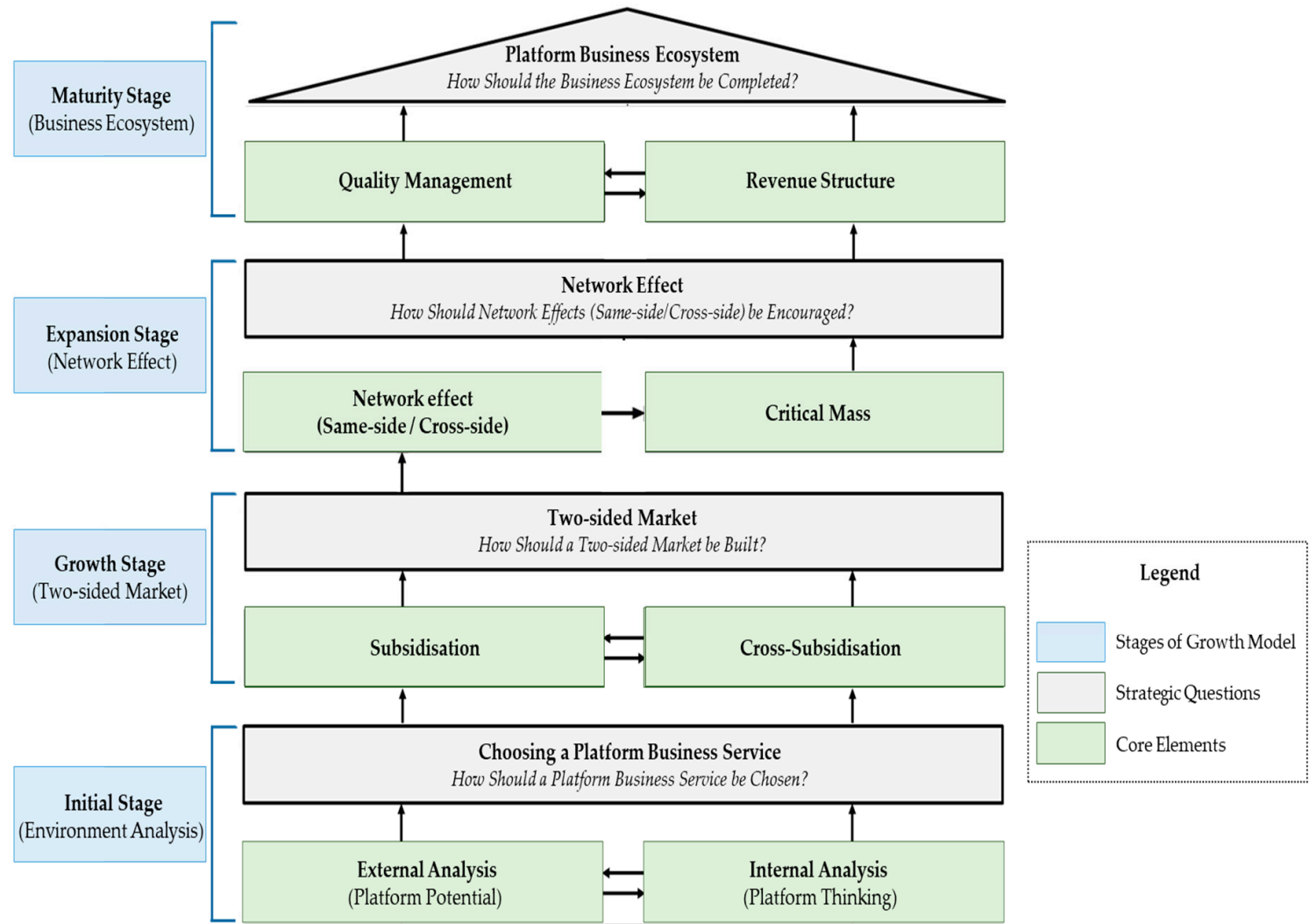
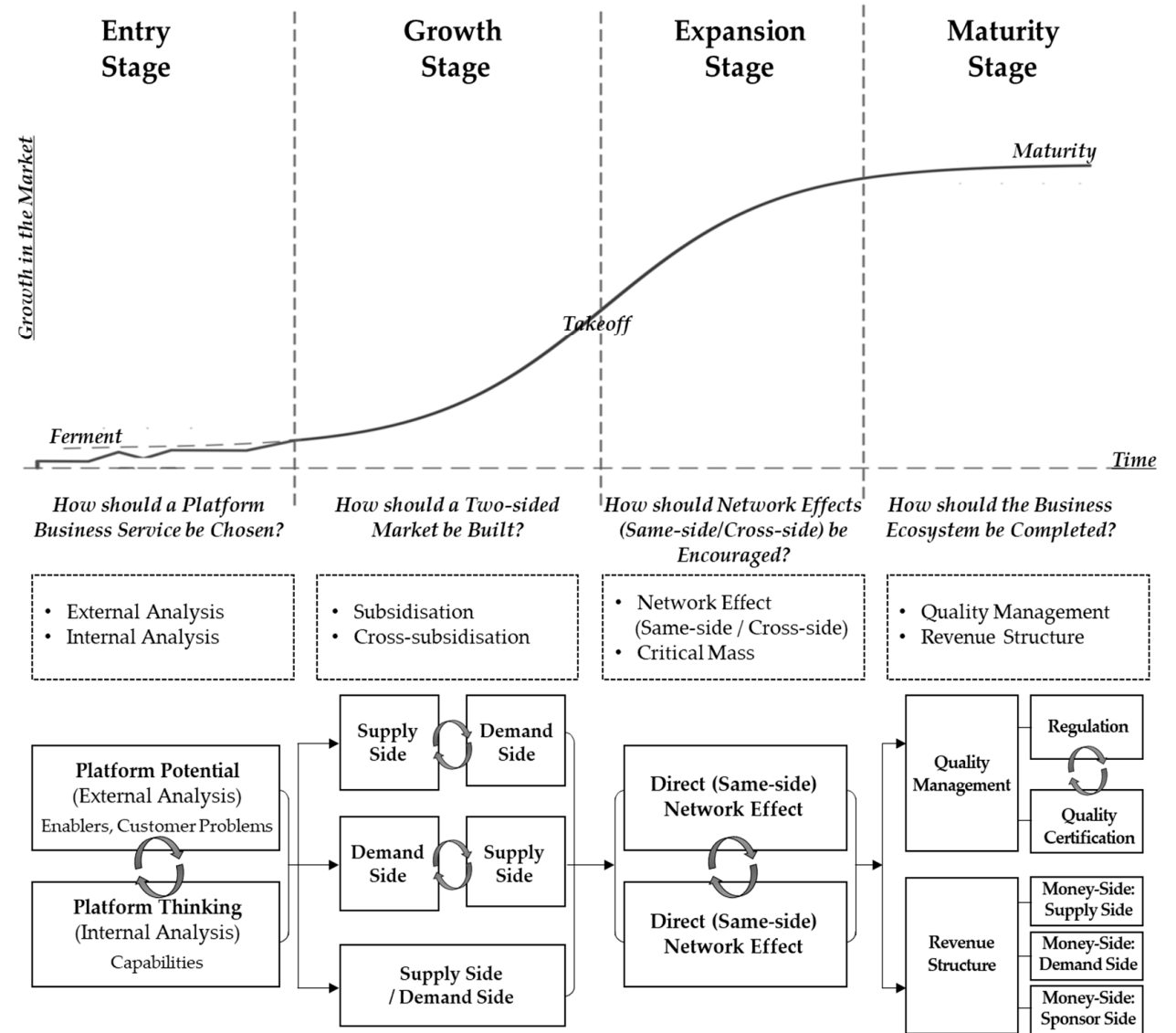
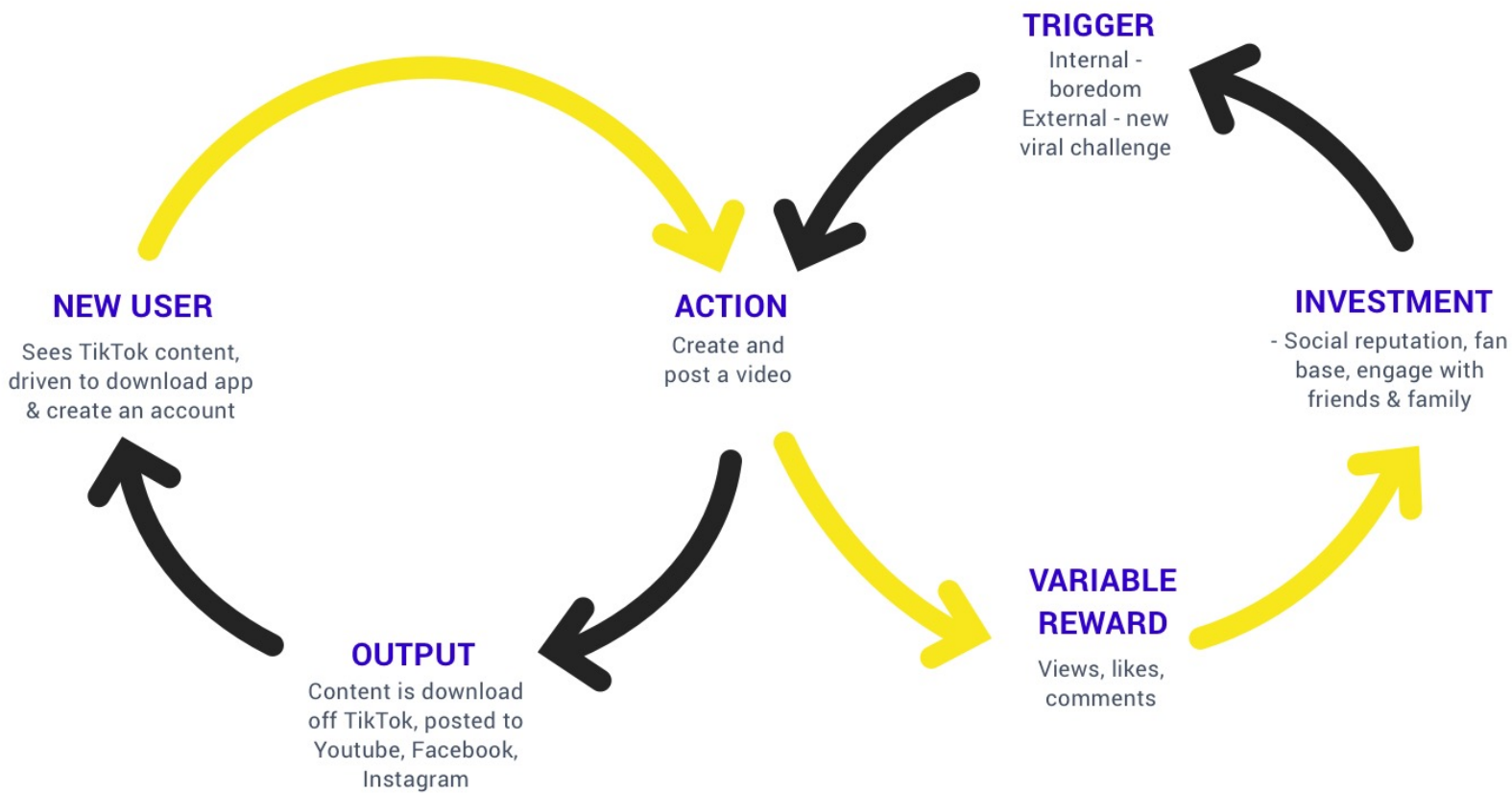


Figure 2. House of platform: platform growth model conceptual framework.

The four stages of platform growth model







WHERE
ARE WE?

THE GROWTH OF DRIVER GO-JEK

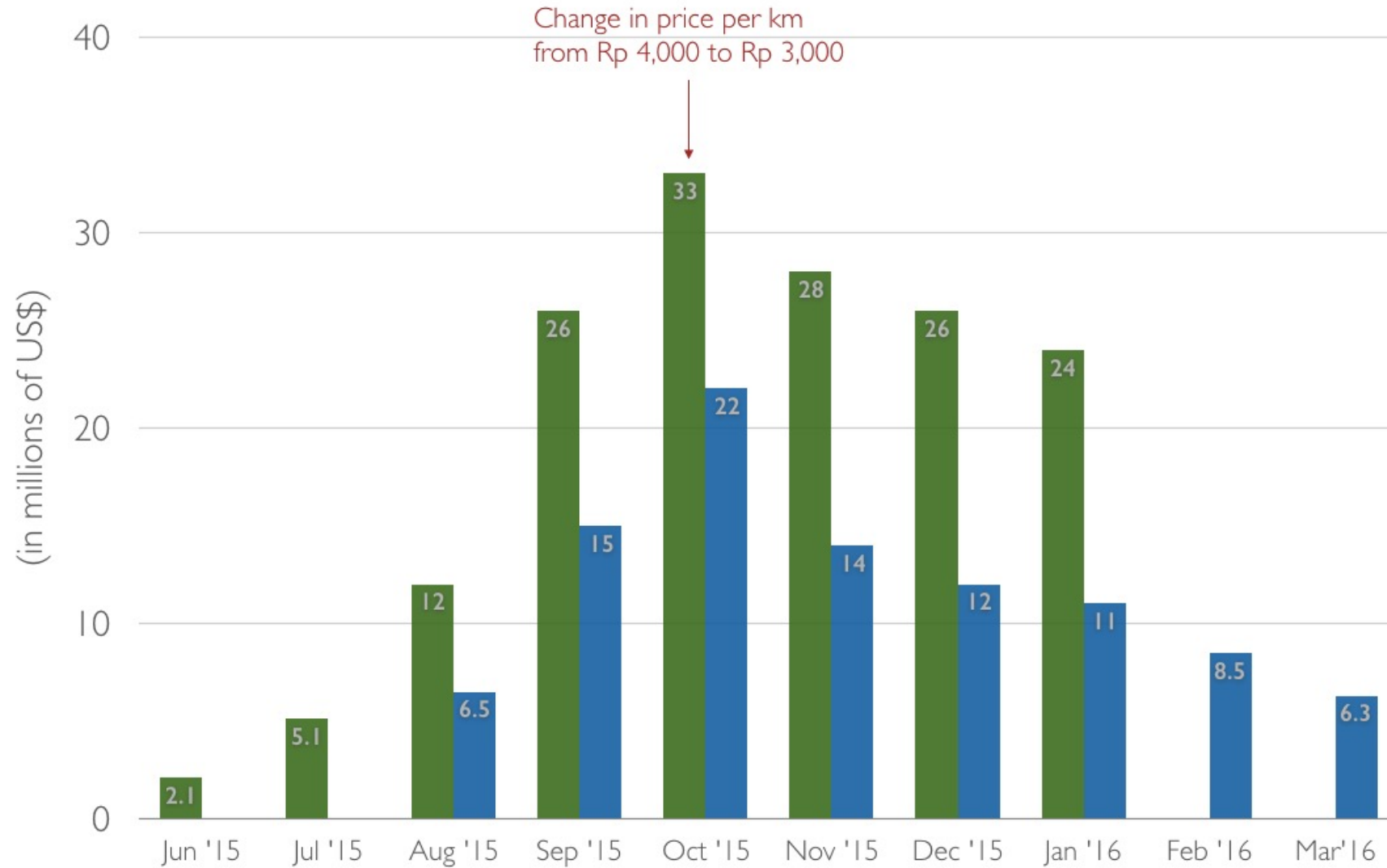
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Go-Jek's gross booking fare value vs. subsidies

- Gross booking fare value
- Subsidies + driver bonuses



GO-JEK has experienced steady QoQ growth in transaction value;
Annualized transaction value (GBV+GMV+GTV) now exceeds US\$5 Billion

US\$ M

ANNUALIZED TRANSACTION
VALUE (US\$ B)

