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Over the last decade or so, we're seeing the emergence of a new form of scale.

Today's massively scaling startups - which rapidly grow to millions of users and billions in valuation - do not sell a product or service. Instead, they build a platform on which others can create and exchange

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value. The many manifestations of the platform business model - social media, the peer economy, cryptocurrencies, APIs and developer ecosystems, the Internet of things, crowdsourcing models, and many others

Platform Scale: How

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investment 1. Re-
imagine your
business for platform
scale The mechanism
by which these new
business models
scale so rapidly. 2.

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Leverage interaction-first design How detailed consideration around designing ...

Helps Startups
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To achieve platform scale, owners must select the right type of interaction driver and remove friction between participants.

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At its inception, every platform must find a way to jump start its usage to gain critical mass for survival.

Choudary provides a catalog of strategies, patterns, and case studies for each of these challenges.

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repeatability and efficiency of the platform's core interaction." 4. Solve chicken and egg problems Platform business models face an all too familiar catch-22 chicken and egg problem on the way to scaling. This can be overcome by designing the conditions for

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sparkling interactions.

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Like “But today, the power of the network effect is fading. The network effect isn’t the one-stop solution for repeatable interactions that it once was.”

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Paul Choudary

Platform Scale lays out a structured approach to designing and growing a platform business model and addresses the key factors leading to the success and failure of these businesses. Six core concepts for successful platform

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