Category

Strategy

Platform Competition & Network Effects Strategy Playbook

Strategic moves beyond simple two-sided markets — direct, indirect, and data network effects

- Executive
- Advanced
- Template Included

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- 4 minute(s)

Overview

A framework for identifying which type of network effect your platform business can build, and choosing the specific strategic moves that strengthen it against platform competitors.

What's the difference between this and a general two-sided market

playbook? Two-sided market frameworks usually cover only direct cross-side network effects (more buyers attract more sellers). This playbook also covers same-side, data, and indirect network effects, which behave differently and call for different strategic moves.

Can a business have more than one type of network effect at once?

Yes, and the strongest platform businesses usually do — this playbook helps identify which types you currently have, which you could build, and which combination creates the most defensible position.

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