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

- Mithun A. Sridharan

- 28 June 2020
- 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.

{ "@context": "https://schema.org", "@type": "FAQPage", "mainEntity": [{ "@type": "Question", "name": "What's the difference between this and a general two-sided market", "acceptedAnswer": { "@type": "Answer", "text": "playbook?\nTwo-sided market frameworks usually cover only direct cross-side network\neffects (more buyers attract more sellers). This playbook also covers\nsame-side, data, and indirect network effects, which behave differently\nand call for different strategic moves." } }, { "@type": "Question", "name": "Can a business have more than one type of network effect at once?", "acceptedAnswer": { "@type": "Answer", "text": "Yes, and the strongest platform businesses usually do — this playbook\nhelps identify which types you currently have, which you could build,\nand which combination creates the most defensible position." } }] }

Subscriber access

Unlock this playbook

This playbook — including every framework, template, and step-by-step section — is available free to Think Insights subscribers. Enter your email to unlock it instantly and get our weekly insights newsletter. No account needed, and access is remembered on this device.

First Name

Last Name

Email

Country - Select -

■ I agree to data processing in accordance with GDPR

Submit

Leave this field blank

References

Related playbooks

Strategy

CEO & Executive Team Strategy Operating Rhythm Playbook

A framework for structuring the weekly, monthly, quarterly, and annual forums where an executive team actually makes strategic decisions — with clear inputs, de

- Executive
- Intermediate
- Template Included

Read playbook

Strategy

Corporate Portfolio Strategy & Capital Allocation Playbook

A repeatable process for evaluating every business unit against strategic fit and financial return, then allocating capital accordingly — including when to dive

- Executive
- Advanced
- Template Included

Read playbook

Strategy

Corporate Venturing & CVC Investment Strategy Playbook

A framework for defining a corporate venturing investment thesis, structuring deal flow and decision rights, and measuring success on strategic as well as finan

- Executive
- Advanced
- Template Included

Read playbook

Talk to us about platform strategy

Tags

- Platform Strategy
- Network Effects
- Competitive Strategy

Author

Mithun A. Sridharan Thought Leader

I'm Mithun A. Sridharan, Founder of this website - Think Insights - on Strategy, Management Consulting, Leadership, Digital Transformation, and Data Literacy. Follow me on social media or connect with me on LinkedIn for updates.