Category

Enterprise Transformation

Cross-Industry Platforms & Marketplace Digital Transformation Playbook

Building the neutral ground where buyers and sellers who'd never meet otherwise actually transact

- Executive
- Advanced
- Template Included

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- 4 minute(s)

Overview

A framework for cross-industry platform and marketplace digital transformation — building the specific network effects, trust mechanisms, and neutral positioning that make multi-sided marketplaces work — distinct from single-sided digital transformation, since marketplace success depends on genuinely different dynamics than typical product or service digitization.

How is building a marketplace different from typical digital

product transformation? A marketplace succeeds or fails based on network effects — enough buyers to attract sellers, and enough sellers to attract buyers — a fundamentally

different dynamic than single-sided digital product transformation, which succeeds primarily on the product's own value to a single set of users.

What's the hardest part of launching a new marketplace?

The cold-start problem — attracting the first side (usually sellers) without yet having the other side (buyers) present to make participation worthwhile, and vice versa. The framework below addresses specific strategies for this.

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