A Framework to Analyse Companies Based on Platform Business Model

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Abstract

Platform companies are found in a growing number of industries. Typical examples of platform companies are online marketplaces of products and services, mobile software applications, dating and job-seeking platforms but there are many others. Nowadays rare are the start-ups that do not want to be a “platform” and a growing number of traditional incumbent firms are also striving to build platform business models. According to the results of a literature review and an empirical analysis consisting in 27 case studies, this paper presents encompassing the main configuration variables to be considered to analyse and assess a platform business.

Keywords: multisided platforms; multisided markets; platform model; business model;