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COURSE BROCHURE

Advanced Digital Business Leadership and Platform Economics Training Course

17 – 28 May 2027
Munich

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Ref: 323_10971 **Date:** 17 – 28 May 2027 **Location:** Munich **Fees:** 11100 GBP

Digital Business Leadership and Platform Economics is a 2-week advanced training course for senior executives, business unit heads and general managers who run businesses whose revenue depends on digital channels, and who leave with a Platform Business Leadership Agenda for their board. Network effects, marketplace rivals and data-rich customers now decide which firms grow and which lose share. Jupiter Prime Training delivers this course on Digital Business Leadership and Platform Economics.

Why Digital Business Leadership and Platform Economics Matters Now

Three groups shape digital business leadership today: customers who compare every journey with the most convenient app they use, ecosystem partners who control access to audiences and payments, and boards that expect executives to explain digital revenue as clearly as physical assets. A retailer that treats its app as a marketplace gains margin from third-party sellers; an insurer that ignores embedded distribution watches comparison platforms capture its customers. The course draws on Control Objectives for Information and Related Technologies COBIT 2019 when board oversight of digital investment is discussed, and on the Information Technology Infrastructure Library ITIL 4 when customer-facing digital services are designed.

Who Gains Most from Digital Business Leadership and Platform Economics

- Executives accountable for the profit of a digital channel, product line or marketplace
- Business unit heads deciding whether to build, join or orchestrate a platform
- General managers who set pricing, partnership and customer experience priorities
- Senior leaders who brief boards on digital revenue, risk and investment
- Executives responsible for culture and hybrid workforce design in digital units

A leadership group spanning commercial, product and operations heads gains most, because platform choices cut across every one of their profit lines.

Digital Business Leadership and Platform Economics Capabilities

Participants learn to read their business through network effects, two-sided pricing and ecosystem bargaining power rather than through channel reports alone.

- Assess which digital business model fits each product line — executive committee
- Calculate network effects, take rates and unit economics of a platform — finance directors
- Design customer journeys that convert data into retention — commercial heads
- Weigh build, partner or join options for ecosystem participation — strategy boards
- Build a digital culture and hybrid team model that sustains speed — people leaders
- Communicate a digital agenda with clear measures to the board — directors and investors

Key Digital Business Leadership and Platform Economics Terms

- Network effect — the rise in a platform's worth to each user as more users or partners join it.
- Two-sided market — a business that serves two distinct user groups, such as buyers and sellers, who each gain from the other's presence.
- Take rate — the share of each transaction value that a platform keeps as revenue.
- Ecosystem orchestrator — the firm that sets the rules, interfaces and incentives that partners follow inside a shared digital ecosystem.
- Customer lifetime value — the expected net revenue from a customer across the whole relationship, used to set acquisition spending.
- Embedded finance — payment, lending or insurance services built into a non-financial digital product at the point of need.

Digital Business Leadership and Platform Economics Day by Day

Day 1: Forces Redrawing Industry Boundaries

- Platform Disruption Case Studies — How Incumbents Lost or Defended Share
- Customer Expectation Shifts — Benchmarking Against Leading App Experiences
- Industry Value Chain Unbundling — Where Margin Migrates Next
- Digital Revenue Exposure Scan — Gauging Dependence on Third-Party Channels
- Executive Digital Fluency Self-Audit — Gaps in the Leadership Team

Day 2: Digital Business Model Patterns

- Business Model Canvas for Digital Offers — Testing Revenue Logic
- Subscription and Usage Models — Recurring Income Versus Churn Exposure
- Marketplace and Aggregator Models — Choosing Where to Sit
- Freemium Conversion Funnels — Balancing Free Reach and Paid Uptake
- Model Portfolio Mapping — Matching Patterns to Product Lines

Day 3: Platform Economics in Practice

- Network Effect Diagnostics — Same-Side and Cross-Side Strength
- Two-Sided Pricing — Which Side Pays and Which Is Subsidised
- Take Rate Setting — Revenue Share Against Partner Loyalty
- Platform Unit Economics — Contribution per Transaction and per User
- Cold Start Strategies — Seeding Supply Before Demand Arrives

Day 4: Ecosystems and Partnerships

- Ecosystem Role Choice — Orchestrator, Complementor or Supplier
- Open API Strategy — Inviting Partners Without Losing Control
- Partner Incentive Design — Revenue Sharing and Co-Marketing Terms
- Embedded Finance Partnerships — Payments and Lending at Point of Sale
- Ecosystem Bargaining Power Map — Dependency on Dominant Platforms

Day 5: Data-Driven Executive Decisions

- North Star Metric Selection — One Measure the Business Rallies Around
- Experimentation and A/B Testing — Evidence Before Large Commitments
- Cohort and Retention Analysis — Reading Customer Behaviour Over Time
- Executive Dashboards — Signals That Trigger Leadership Action
- Data Monetisation Options — Insight Products and Their Boundaries

Day 6: Customer Experience as Strategy

- Customer Journey Mapping — Friction Points That Drive Defection
- Customer Lifetime Value Modelling — Setting Acquisition Budgets
- Personalisation Engines — Relevance Versus Privacy Expectations
- Omnichannel Service Design With ITIL 4 Practices — Consistent Service Across Touchpoints
- Voice of Customer Loops — Turning Feedback Into Product Changes

Day 7: Digital Culture and Hybrid Teams

- Product Operating Model — Empowered Teams Owning Outcomes
- Hybrid Team Charters — Rules for Distributed Collaboration
- Digital Talent Mix — Building, Borrowing and Buying Skills
- Psychological Safety Practices — Encouraging Experiments and Honest Reporting
- Leadership Rituals — Reviews, Demos and Decision Cadence

Day 8: Board-Level Digital Agendas

- COBIT 2019 Board Oversight Principles — Directing Digital Investment
- Digital Risk Appetite Statement — Cyber, Platform and Partner Exposure
- Board Digital Scorecard — Measures Directors Should Track
- Capital Allocation for Digital Bets — Staged Funding Versus Big Launches
- Investor Narrative on Digital Growth — Explaining Platform Value

Day 9: Scaling and Defending the Digital Business

- Growth Loop Design — Referral, Content and Partner Loops
- Competitive Moat Assessment — Data, Switching Costs and Brand
- Multi-Homing Risk — Users Spreading Activity Across Rivals
- Regulatory Scrutiny of Platforms — Fair Access and Data Portability Duties
- Scenario Planning for Disruption — Responses to New Entrants

Day 10: Practising the Platform Business Leadership Agenda

- Business Model Choice Review — Confirming Patterns per Product Line
- Platform Economics Stress Test — Pricing and Take Rate Under Pressure
- Ecosystem Partnership Shortlist — Priority Alliances and Terms
- Board Presentation Rehearsal — Peer Challenge on Measures and Risks
- Platform Business Leadership Agenda Completion — Ready for Board Discussion

Applying Digital Business Leadership and Platform Economics After the Course

- Run a network effect and take rate diagnostic on one product line and present the findings to the executive committee.
- Agree a north star metric with commercial and product heads and add it to the monthly leadership dashboard.

Digital Business Leadership and Platform Economics Questions FAQ

What is Digital Business Leadership and Platform Economics and why does it matter now?

Digital Business Leadership and Platform Economics is the executive practice of running a business through digital models, network effects and ecosystem partnerships. It matters now because platforms and marketplaces increasingly decide which firms reach customers and keep margin.

Which roles gain most from Digital Business Leadership and Platform Economics training?

Senior executives, business unit heads and general managers gain most. They own digital revenue, platform choices and board reporting, and the course equips them to weigh pricing, partnerships and culture together rather than as separate decisions.

How does Digital Business Leadership and Platform Economics differ from a digital transformation course?

Digital Business Leadership and Platform Economics concentrates on how a digital business earns and defends revenue. A transformation course focuses on changing internal processes and systems; this course studies business models, two-sided pricing, ecosystems and board agendas from a commercial leadership view.

What do you bring back from Digital Business Leadership and Platform Economics training?

You bring back a board-ready leadership agenda for your own business. It sets out chosen business models, platform economics tests, priority partnerships, culture moves and the measures your directors will track.

Digital Business Leadership and Platform Economics: The Way Forward

The Platform Business Leadership Agenda first informs the board's next decision on where to invest digital capital and which ecosystem to join or lead. Executives and business unit heads use it to align pricing, partnership and talent choices. After its first use, revisit the network effect diagnostics and partner dependency map, since both change quickly as rivals and platforms move.