

Dear Students and Alumni,

we would like to invite you to participate in an open course organized by WUT Business School along with Mr Hemant Nelaparathi and Edgar Becerril (bio's below) - an additional workshop on *Digital disruption and platform based business models* that will take place on **March, 31st (Thursday)** between 6:00 and 8:15 PM (3x45 minutes) in the School. As you can see in the course content, this topic is very relevant to modern business models - it is a good opportunity to further expand the knowledge you acquire during your MBA studies.

The open course formula means we are inviting both current EMBA groups (2014-2016 and 2015-2017) as well as our graduates to collectively work on cases provided by Mr Nelaparathi. Since this is an addition to your curriculum it is not obligatory for students (and alumni, obviously) to participate, however we hope you find the lecture's topic interesting and decide to attend, especially since it is free of charge for all EMBA students and graduates. Of course the opportunity to meet other student groups is an added value.

In order to sign up for the course please log in to Moodle (EMBA 2013-2015 - if you do not remember your login credentials please contact Konrad Sobotka), open the *Executive MBA Open Courses* category, select the *Digital Disruption and Platform Based Business Models - March 31st, 2016* course and click the blue "Enroll me" button (or click the link below). After enrolling you will be able to access pre-reading materials provided by the lecturer - please have a look at them, this will help you take part in case discussion during the workshop. It will be useful for the lecturers to know the expected amount of participants, so please treat the enrollment to course as a declaration of participation.

Lecturers' bio's:

Edgar Becerril is an MBA graduate from the prestigious Massachusetts Institute of Technology (MIT) - Sloan School of Management, USA. He is a Senior Operations professional at a leading e-commerce company and is currently based in Mexico City doing the country launch for the company. Edgar has worked as an Operations leader at Amazon.com, General Motors, Kimberly Clark Corporation, and Anheuser-Busch InBev in USA, Latin America, and Europe. He is an expert in new business launch in emerging economies, e-Commerce operations, and connecting digital technologies with operational execution. In addition to his MBA from MIT, Edgar also holds two Bachelor degrees in Computer and Electrical Engineering from Illinois Institute of Technology, USA.

Hemant Nelaparathi is a Senior Manager at one of the world's leading e-commerce companies. Hemant has studied, worked, and lived in 4 different continents and has extensive international business experience in the field of digital business transformation, operations management, emerging markets, and executing global business strategy. He has worked in leading firms such as Amazon.com, Barclays Investment Bank, Nissan Motor Company, and Tata Group. Hemant has a Bachelors degree in Computer Science from Pondicherry University, India; Masters in Information Systems from the London School of Economics, UK, and an MBA from the Vanderbilt University - Owen Business School, USA. Hemant's research interests include platform based business models, digital innovation, e-commerce supply chain and operations, and doing business in emerging markets.

Digital disruption and Platform based business models

In 2015 there was an interesting quote doing the rounds in the media (TechCrunch), it went something

"Uber, the world's largest taxi company, owns no vehicles. Facebook, the world's most popular media owner, creates no content. Alibaba, the most valuable retailer, has no inventory. And Airbnb, the world's largest accommodation provider, owns no real estate. Something interesting is happening."

AirBnB, Uber, Apple, Amazon and many others digital businesses disrupted their markets when they started. Today they are industry leaders. Twitter, Facebook, Instagram created new markets where there were none. What is the secret to their success? What is this paradigm shift away from the conventional ways of doing business?

In this interactive session we will focus on key themes to understand digital disruption and platform based business models that is transforming the way we do business today. Topics of discussion will include:

- What is digital disruption? What is this change in the business landscape due to such disruption?
- What is the difference between traditional linear business models and the new age platform business models? It is NOT all about technology.
- Apple and Nokia Case Study discussion
- Components of a platform business model □ The Platform Architecture
- Designing a platform business model using the architecture. Several small case studies will also be discussed in the course of the session that will be in the reading material. We will also discuss monetization methods used in the platform business model.
- How do platform businesses scale? How does 'network effects' occur? Case Study – Uber's business model
- Case discussion on How to thrive in an increasingly digital ecosystem? (MIT Sloan/HBR Case Study – required reading)

This unique and upcoming subject matter is becoming highly relevant in the business world with age old industries getting disrupted left, right, and center. We believe that business managers in all industries must have the essential knowledge of digital platform models and a basic toolkit on how to build them to be better prepared in this new age of business that is shaped by the internet.