

# **Entrepreneurship in Platform Economy**

**By: Ram Subramaniam**

## **Why me?**

- **I research the Sociological aspects of entrepreneurship**
- **My recent venture is a Fintech platform**
- **I'm a hands-on techie**
- **I'm a hands-on options trader**
- **I specialize in IT entrepreneurship**

# **Goals for today's session**

**You will learn about.....**

- **Venture types**
- **Enablers and Impediments**
- **Skills required to succeed**
- **Metrics/Valuation**
- **The stigma of failure**
- **Building the founding team**

# Venture Types and CA

- **Only IT**
  - Identifying a pain point
  - Responsible for demand and supply
  - Minimal OPEX and easy scalability
- **Only SME**
  - Identifying an opportunity
  - Responsible for demand or supply
  - Dependent on third party for IT
- **Hybrid**
  - Upfront capital
  - All in-house
- **Only platform or with data**

# Enablers and Impediments

- **Time to market**
- **Low or zero CAPEX**
- **Low cost of scaling but not for long**
- **Global work force**
- **Evolving opensource**
- **MVP definition/clarity**
- **Reattempt likelihood**
- **Growth vs. Sustainance**
- **Does First-mover-advantage exist?**

# **Skills Required to succeed**

- **Ability to select tools**
- **Ability to select vendors**
- **Rapid MVP, new releases**
- **Digital marketing and site analytics**
- **Strong knowledge of basics of cloud computing**
- **Build low cost and high margin model**
- **Blitzscaling techniques**

# Metrics/Valuation

- **Tools for Metrics**
- **Metrics based valuation**
- **Improving metrics (MAU)**
- **LTV based valuation**
- **Improving LTV**

# **The stigma of failure**

- **Stigma varies**
- **Ways to manage stigma**

## **Building the founding team**

- **Cofounder with hands-on IT**
- **Founding employees**

# Unique Characteristics

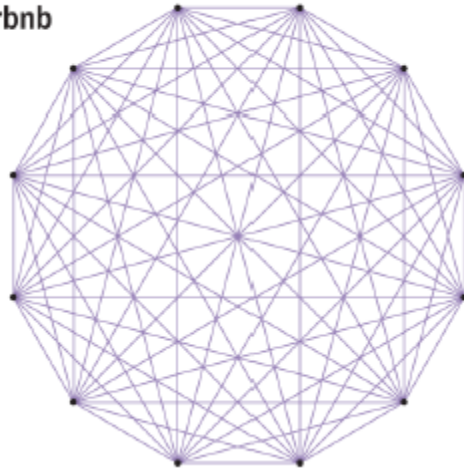
- **Network effect/Winner takes all**
- **APIs**
- **Platform to storefront**
- **Technology evolution**
- **Data storage legislation**
- **Multiple skills involved**



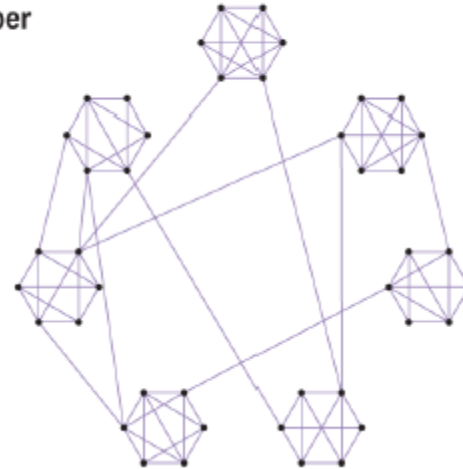
# Unique Characteristics

## Network clustering

Airbnb



Uber



**HBR - Why Some Platforms Thrive and Others Don't**

**Q & A**

**Thank You**

**Ram Subramaniam**

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