

PLATINUM 
MASTERCLASSES

UPSKILL PROFESSIONALS FOR NEXT DECADE

Masterclass on Platforms/Marketplaces and Network Effects

Date – 11 March 2023

Time – 9:30 am to 6 pm IST

Google Meet

✓ [LinkedIn](#)

✓ [About me](#)

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MARCO TORREGROSSA
CEO, Euro Freelancers
Helsinki, Finland

I spend my time helping companies, executive teams and boards create new portfolios of digital business models and growth strategies leveraging the power of platforms, marketplaces and the gig economy.

I'm CEO at Euro Freelancers, a curated marketplace for fundraising services on-demand and an investment firm in technologies enabling network effects. I'm also Board Member at the European Sharing Economy Coalition, where I have led public affairs and governmental relations for Airbnb, Tinder, Netflix and Etsy both in Brussels and Washington DC.

I'm a former EU Commission policy officer and an employment lawyer by training, specialised in solo-entrepreneurship, management of distributed workforce, and digital work on platforms.

I have studied and worked with platform businesses for 14+ years and trained 350+ C-suite executives from leading organisations, including Fortune500, on how to build, monetise and fundraise for digital marketplaces. My last masterclasses took place in Barcelona, Helsinki, Oslo, Tel Aviv, Zug and Moscow.

I have designed and teach Europe's first master level course on Platform Strategies for Business in the Digital Age at South-East Finland University of Applied Sciences.

Agenda

Sessions	Objective	Key Issues	Deliverables	Length
 Monetisation	Devise a viable business model for your marketplace	How to choose a profitable revenue model among those of established marketplaces? Under what conditions should you subsidize one or multiple sides? How should the pricing structure change over time? What payment gateways to implement and how to avoid users bypassing it?	<ul style="list-style-type: none">• 1 presentation + case studies• 1 exercise on marketplace business model generation	2 hours
 Architecture	Design and manage your marketplace	How to discover marketplace opportunities and mobilise an ecosystem? What curation and governance will ignite network effect? How to grow supply and demand simultaneously and optimize their matching? How to identify core interactions, create control points and exploit lock-in effects?	<ul style="list-style-type: none">• 1 presentation + case studies• 1 exercise on marketplace design and ecosystem activation	2 hours
 Growth	Add the right features and scale your marketplace	What integrations, APIs or add-ons can facilitate transactions among users? How to attract, retain, work with and pay users? What reputation / review systems and insurance mechanisms should be embedded? What new services / products could your marketplace offer and how to access new markets?	<ul style="list-style-type: none">• 1 presentation + case studies• 1 exercise on marketplace building online	2 hours
 New Tech	Explore the future of marketplaces	How to develop the next generation marketplaces using the blockchain? What emerging technologies can give your marketplace a competitive edge? What metrics and data strategy can be implemented to measure success?	<ul style="list-style-type: none">• 1 presentation + case studies• 1 exercise on blockchain marketplace creation	2 hours