

Market Platform Dynamics

Firm Capabilities

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Who We Are

Market Platform Dynamics (MPD) is a management consulting firm that helps businesses profit from industry disruption.

What Makes Us Different

MPD helps companies leverage new technologies, business models and strategies to solve the chicken and egg problems that prevent catalyst businesses from achieving profitable growth. The cornerstone of our work is the economics of industries that operate in complex ecosystems where getting multiple customers on board a single platform is essential for success. MPD principals are pioneers in this area, having done much of the early research and having devised a framework for how to design and execute catalyst strategies. As a result, we are regarded as the foremost thought leaders, practitioners and consultants in this area.

Our Clients

MPD has a wealth of experience within industries that are characterized by complex ecosystems: payments, mobile/telecoms, digital and advertising-supported media, social networks and software-based businesses. We have deep expertise in China, Japan and the European Union with networks in place and teams on the ground there. We work with both incumbents and new entrants, giving us a unique lens into the dynamics that shape the competitive playing field. In addition to traditional consulting-based services, MPD's Catalyst Ventures provides intellectual and human capital to new firms.

Our Team

MPD's experts include economists, econometricians, product development and pricing specialists, and strategic and social media marketers who apply cutting-edge economic and business theory and statistical methods to the practical problems of building and running a profitable catalyst business. We leverage quantitative expertise, deep industry knowledge and our Catalyst Frameworks to help our clients decide how to best ignite the catalytic reaction that will drive profits and fuel growth.

Problems We Solve

The “Chicken & Egg” Problem. Devising and implementing strategies that get two or more distinct customer groups onto the same platform at the same time and deliver profits and growth for the catalyst and its ecosystem.

Turning Data into Decisions. Using econometrics, experimental marketing, statistics and quantitative tools to turn meaningful insights into realistic revenue opportunities.

Designing and Bundling Products for Profit. Using cost and benefit analyses to create products that maximize profits, not just revenue or market share.

Customer Acquisition and Engagement Strategies. Creating targeted and metrics-driven strategies that leverage the power of social networks, technology and market dynamics.

Finding the Next Growth Curve. Looking beyond current geographies and product/service sets to discover the next great wave of growth, particularly in highly competitive and converging industries and sectors.

Publications

Common to all of our writings is the practical application of cutting-edge business, economic and marketing theory. MPD Experts have been published in *Forbes*, *The Economist*, *Entrepreneur*, *HBS Working Knowledge*, *Harvard Management Update*, *Modern Bankers* (China) and have been featured in *Business Week*, *NPR*, and *The Wall Street Journal* among several other publications and media outlets.

Books

Catalyst Code: The Strategies behind the World’s Most Dynamic Companies

David S. Evans & Richard Schmalensee (Harvard Business School Press, 2007)

Invisible Engines: How Software Platforms Drive Innovation and Transform Industries

David S. Evans, Andrei Hagiu & Richard Schmalensee (MIT Press, 2006)

Winner: 2006 Assoc. of Amer. Publishers Award for most outstanding book in Business Management & Accounting

Paying with Plastic: The Digital Revolution in Buying and Borrowing

David S. Evans & Richard Schmalensee, 2nd ed. (MIT Press, 2005)

Thought Leadership

“The Five Forces of Social Networking: A Guide to Making Friends and Making Money”

Karen L. Webster, MPD report (Oct. 2008)

“Innovation in Payments”

David S. Evans and Richard Schmalensee, MPD report (Sept. 2008)

“The Economics of the Online Advertising Industry”

David S. Evans, *Review of Network Economics* (Sept. 2008)

“Designing the Right Product Offerings”

David S. Evans & Karen L. Webster, *MIT Sloan Management Review* (Fall 2007)

“Tomorrow’s News Today: Five Strategies for Survival”

David S. Evans & Karen L. Webster, *IDEAS* (Sept./Oct. 2007)

“Do Loyalty Programs Retain Profitable Customers?”

Karen L. Webster, MPD report (June 2007)