



PLATFORM
OF TRUST

LEADERSHIP IN THE AGE OF PLATFORMS

VESA ILMARINEN
CHIEF IMPACT OFFICER
PLATFORM OF TRUST

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MANAGEMENT

vs.

LEADERSHIP

Do things right

Tell it

Assign tasks

Minimize risks

Control

Solve problems

Do right things

Sell it

Ask results

Encourage

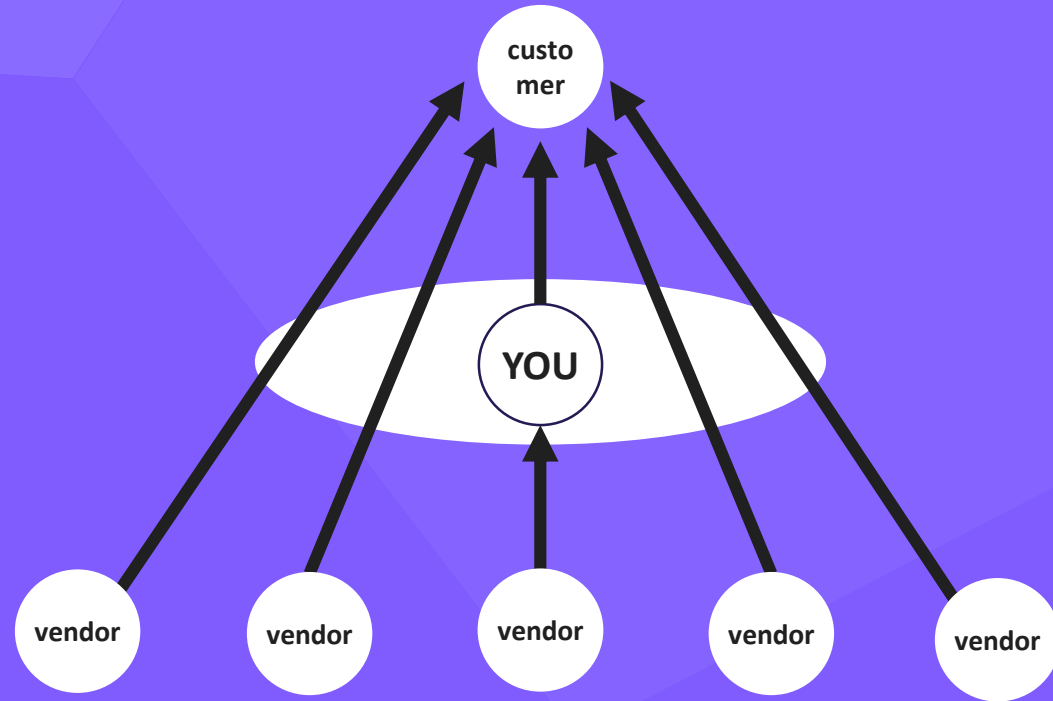
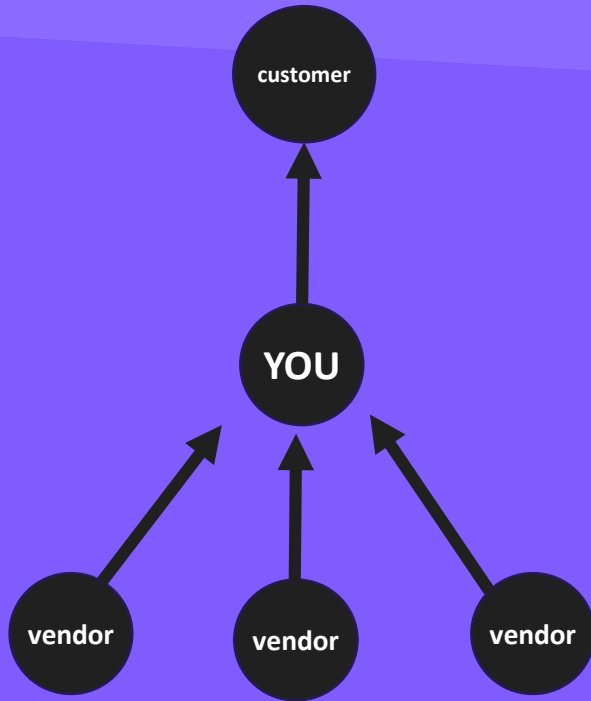
Trust

Seek ideas

TRADITIONAL ECONOMY

VS.

PLATFORM ECONOMY



LEADERSHIP IN THE AGE OF PLATFORMS?

1

2

3

LEARNING POINTS



1

SHARED MISSION IN ECOSYSTEM



RELEASE DATA!

Your algorithms are starving



2

INCREASE JOINABILITY

- As neutral as possible
- Community driven
- Open source
- API* first
- Do as little as possible by yourself
- Let the market create most of the offering



*application programming interface

3

UNDERSTAND PEOPLE IN ECOSYSTEM



PASSION LED US HERE

$$DX = CX^2$$

DEVELOPER EXPERIENCE HAS POTENTIAL TO BLOW
CUSTOMER EXPERIENCE TO WHOLE NEW LEVELS

- Efficient and reliable application programming interfaces (APIs)
- No mouse
- Code examples
- First result in 1 min
- Self service in the best service



TRY TO MANAGE OR TRY TO LEAD?



M T W T F S S

						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					



MAKE YOUR DATA
WORK FOR YOU,
NOT THE OTHER WAY AROUND



THANK YOU!

Vesa Ilmarinen
Chief Impact Officer
Vesa.ilmarinen@oftrust.net
+358 40 508 6447
@vesailmarinen