

MATCHMAKERS IN THE DIGITAL ECONOMY



Location

100% online on ESMT's learning Hub; live sessions delivered with Engeli.



Tuition fee*

€1,500



Language

English



Duration and workload

10 weeks, ~5 hours per week
Participants are expected to complete all assignments and join live online sessions.



Certificate

You will receive a digital certificate upon passing the course.



Stackable credential

Earn 2 ECTS for successfully completing this course. Credits earned can count towards an MBA.



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Teaching methods

Group work

Assignments

Self-paced online learning

Weekly professor or tutor sessions

The Internet and digitization have fundamentally transformed business models in many industries and opened up entire ecosystems of brands that rely on digital platforms to function.

The Multi-sided platforms (MSPs or matchmakers) on which many businesses and organizations now rely include some of the world's biggest brands; Alibaba, Apple, Google, and Amazon.

In this program, we will take a deep dive into the business models of MSPs, break down their strategic challenges and take a look at cases and frameworks that will prepare you to work in the world of MSPs.

Is this program for you?

This course is ideal for ESMT alumni who want to gain actionable insights and frameworks that can be applied directly to solve real-world strategic and investment problems of Multi-sided platforms.

You will join students from the highly international Global Online MBA program for this course.

You will learn how to:

- What makes matchmakers special
- How to analyze matchmaker strategies
- The characteristics of multi-sided platforms
- The economic and strategic trade-offs at the heart of the MSP business model
- How to evaluate the broader role played by matchmakers in the digital economy

Matchmakers in the digital economy

Week 1: Foundation: Matchmakers, network effects

- Why have matchmakers become so important over the last decade?
- What are network effects and what are the market mechanisms they generate?

Week 2: Design and architecture

- How does matchmaker design differ from product design?

Week 3: Governance

- How do matchmaker governance rules help reduce market failures?

Week 4: Pricing

- Why is pricing by matchmakers significantly more complex?
- The principles underlying matchmaker pricing structures

Week 5: Marketplace vs reseller

- When does it make sense to be a reseller rather than a marketplace?
- How much control should an MSP take over the transactions it enables

Week 6: Quality, data and privacy

- How to make use of data and incentives to improve performance

Week 7: Competition and regulation

- What are the regulatory issues raised by matchmakers? How to address them.

Week 8: Future of platforms

- How will new technologies shape the MSPs of the future

Week 9: Playing with platforms

- How should regular product firms deal with the rising power of matchmakers

Week 10: New rules of strategy

- How do classic strategy principles change with MSPs



Faculty

Bianca Schmitz is a lecturer (member of the faculty) at ESMT Berlin. Additionally, she is a director of knowledge transfer at the Bringing Technology to Market (BTM) Center. Since March 2022 she is also a member of the Supervisory Board of TÜV NORD AG.

Jens Weinmann is a program director at ESMT Berlin and expert for the topics of decision-making and innovation management, with a focus on energy and transport markets.

Contact

ESMT Berlin

admissions@esmt.org