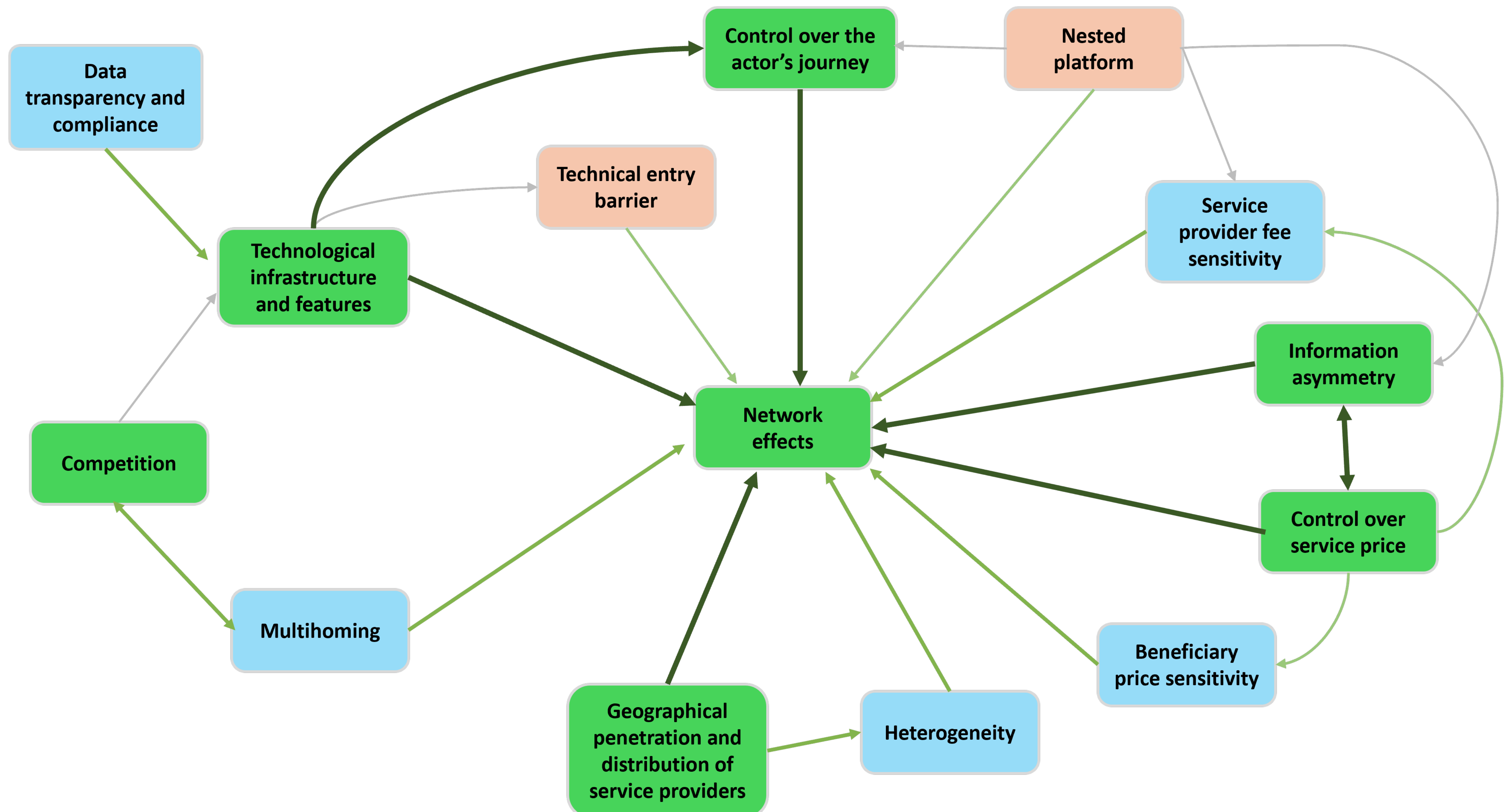


# Platform business model and monetisation strategies: a multiple case study analysis of key variables and their interactions

Master of science in business engineering



## Problem

Monetising Multi-Sided Platforms (MSPs) is a complex challenge due to the diverse and sometimes conflicting needs of the different user groups they serve. Platforms must balance creating value for all participants while ensuring sustainable revenue streams. Key challenges include leveraging network effects, addressing geographical distribution and market heterogeneity, and overcoming information asymmetry. These factors, if not effectively managed, can hinder platform scalability and competitive advantage.

## Solution concept

The study identifies key variables which impact monetisation strategies and more generally the platform business model in each part. From such variables is drawn a framework that identifies and maps the interactions between such variables. Using a multi-case study approach, insights are drawn from platforms across various sectors, such as healthcare, fashion, and ride-hailing. The framework highlights the importance of network effect as central part of the platform business.

## Results

The study reveals that successful MSPs leverage positive network effects while mitigating risks such as overcrowding and declining user trust. Geographical penetration is found to be crucial for platforms offering physical services, while customised value propositions address market heterogeneity.

The proposed framework maps key variables and their interdependencies, providing practical insights into designing monetisation strategies that balance user accessibility, sustainable revenue generation, and market-specific needs. These findings serve as actionable guidance for platform managers seeking to foster ecosystem growth and innovation.

## Lorenzo Cardini

Advisor  
Prof. Christian Hohmann

Expert  
Prof. Dr. Mario Rapaccini