

# FROM PLATFORMS FOR BUSINESS TO THE BUSINESS OF PLATFORMS

### Platform businesses are hugely successful

Top 15 public 'platform' companies represent \$2.6 trillion in market cap<sup>1</sup>

Over 140 platform driven 'unicorns', with \$500 billion total valuation<sup>1</sup>

# In 2018, more banks will shift from a pipeline to a platform business

Own products on their own distribution channels

- Self created products such as deposits and loans
- Bank channels Branch, Online, Mobile, Social, Kiosk, Al Assistants, Wearables etc.

An aggregator of financial and non-financial services from partners and competitors

- Complementary partner products such as insurance such as insurance
- Non-financial products such as movie tickets, cas sales
- Competing 3rd party products

# Banks will look to earn new revenues from platform models

## Top 3 preferred monetization models



Revenue sharing



Fee per API transaction



API call fees

#### Source

1. Accenture Technology Vision - Platform Economy - https://www.accenture.com/us-en/insight-digital-platform-economy