# Deliverable 3 IN5430 spring 2019

*Length: Maximum 2500 words, to be delivered in Devilry on May22nd before midnight.*

**Task 1 (20%)**

1. Define a multi-sided market and describe briefly its relationships to platform ecosystems and the implication for management of platform ecosystems.
2. Management of platform ecosystems involves the management of tensions. Describe the (main) tensions described in the curriculum. You should describe them in terms of rather few categories they could be grouped into, how they are related, and examples of specific tensions within each category. You should *not* just provide a list of tensions.
3. Give an overview of the most important launch tactics» for platform ecosystem. Describe how each tactic addresses or are related to various tensions.

**Task 2 (30%)**

Read the following (attached) documents about the Easypaisa platform and its ecosystem.

* M. Yasmina McCarty and Roar Bjærum. Easypaisa: Mobile Money Innovation in Pakistan
* Per J. Nesse, Oddvar Risnes and Hanne Stine Hallingby. Management of Mobile Financial Services—Review and Way Forward

You may also use additional information about Easypaisa and their services available here: https://www.easypaisa.com.pk

1. Describe Easypaisa as a multi-sided market
2. Which tensions have been central in the development and evolution of the Easypaisa platform and its ecosystem?
3. Which launch tactics have been used?

**Task 3 (40%)**

Read the following (attached) documents about Altinn: Bendik Bygstad, Francis D’Silva. GOVERNMENT AS A PLATFORM: A HISTORICAL AND ARCHITECTURAL ANALYSIS

1. Does Altinn represent a multi-sided-market?
   1. If yes, why and how?
   2. If no, why and how?
2. Which launch tactics have been followed in the development and evolution of Altinn?
3. Has any stakeholder, or group of stakeholders, played an active role managing the network of actors involved in line with the «modes of network governance» framework? If so, how?
4. Has any stakeholder, or group of stakeholders, played an active role in orchestrating the overall «Altinn innovation network»? If so, how?
5. Describe the governance of the development of Altinn based on the Enterprise Architecture framework.

**Task 4 (10%)**

Reflect on your case study: which insights did it generate? What were the limitations in the study, or what would you liked to have done differently? What was particularly interesting and something you would have liked to pursue further?