CARLETON UNIVERSITY — SPROTT SCHOOL OF BUSINESS

Technology Platform Tutorial — Presentation and Rubrics

BUSI 4607A — Management of Technology and Innovation — Fall 2026

Presentation #1 — Weight: 5% of the course grade — team assessment

Objective

Your team is the in-house expert on one technology platform for the length of this course. This exercise is where that expertise is established and demonstrated. You will build a 20-minute video tutorial on your assigned platform and present it live in class in Week 5, followed by a 10-minute question period.

Two things are being built here at once. The first is a working understanding of what the platform actually does, which you can only get by using it. The second is the evidence base your term paper will stand on. The measures you gather now, with their sources and dates, are the ones you will argue from in November. Treat this as the foundation of the term paper rather than as a separate assignment.

How marks are awarded

Every dimension below is marked out of 5 on the same scale. The scale rewards reasoning that is shown, not conclusions that are stated.

Mark	What it means
5	Complete and correct, with the reasoning shown. Would stand up to challenge.
4	Substantially complete. One element thin, or one step in the argument left unsupported.
3	Present but underdeveloped. Conclusions asserted more than argued.
2	Attempted but substantially incomplete, or the tool is misapplied.
1	Mentioned only. No real work behind it.
0	Absent.

What the tutorial must cover

The platform itself

- A brief profile of the platform and the company behind it, including its mission and stated strategic intent.
- An actual demonstration. Go into the product and show it working — the parts a user sees and, wherever the platform allows it, the parts a supplier, creator, merchant, or advertiser sees. Slides describing capabilities are not a demonstration. This is the single most common shortfall in past years and it is marked accordingly.

How it creates and captures value

- Explain the value proposition clearly and concisely. What problem does the platform solve, for whom, and how does it deliver the solution?
- Define the customer. Describe the characteristics of the market segment or segments the platform serves. Where the platform has more than one side — buyers and sellers, players and creators, users and advertisers — describe each side and what holds it there.
- Explain how the platform makes money. Identify the revenue model, the unit on which it charges, and who actually pays.
- Map the business model using Amit and Zott's framework: the design elements (content, structure, and governance) and the design themes (novelty, lock-in, complementarities, and efficiency). Identify which theme is the dominant source of value and justify the choice. This map is the starting point for Stage 1 of your term paper.

Competitive position

- Identify the direct competitors and profile them briefly.
- Compare the platform's value proposition against theirs. Be specific about where it is genuinely different rather than merely better presented.
- Explain how the platform protects its position and its share — what makes it difficult to displace, and how durable that is.

Course frameworks

- Using the types and patterns of innovation studied in Module I — incremental, radical, component, architectural, competence-enhancing, competence-destroying — assess how the platform differs from its competitors.
- Assess the extent to which the platform's success is attributable to timing of entry and to dominant design, drawing on the relevant frameworks.
- Locate the platform on the technology and company life cycle relative to its competitors. Support the judgment with data, not impression.

The evidence base

- Assemble the platform's key published measures — the ones it reports on itself, in its filings, shareholder letters, investor presentations, or performance supplements. Users, revenue, revenue per user, growth rates, margins, take rates, segment or regional splits, whichever it discloses.
- Every figure carries a source and a date. Where a figure is an outside estimate rather than company disclosure, say so and say whose estimate it is.
- Note what the platform does not disclose. Gaps in the record shape what can be argued later, and finding them now is worth more than discovering them in November.

The platform in an artificial-intelligence era

- Identify the opportunities artificial intelligence opens for this platform and the threats it creates. These are rarely symmetrical, and for several platforms they pull against each other.
- Report what the company itself has said on the subject — in earnings calls, shareholder letters, or public statements by its executives — and cite it. What a company says about its own position is evidence, and it is also a claim that can be examined.

References and production

- Use and cite at least ten references. These may include case studies, books, research articles, business magazines, news articles, company filings, or recorded interviews and presentations. Include author, title, publication name, and publication date.
- Record the tutorial with any current free screen-recording tool. Workable options include OBS Studio, the recording built into Microsoft PowerPoint, Microsoft Clipchamp, Zoom, or QuickTime on macOS. Earlier versions of this document recommended Jing and CamStudio; both have since been retired and should not be used.
- Voice-over is required. The video runs 20 minutes.
- One member of the team submits on the team's behalf to the BrightSpace Assignments folder for this deliverable, by 11:59 pm the night of the presentation. Submit the slides as a file, and the video as a share link — an unlisted YouTube link or a OneDrive share link — entered in the submission text box, since video files are too large to upload reliably. Check that your link is viewable by someone outside your team before you submit it. The folder stays open past the deadline; late submissions are deducted 20% of the mark for each day of delay.

Marking scheme

Thirty-five marks, scaled to the weight of this assessment.

#	Dimension	What full marks require	Marks
1	Platform demonstration	The platform is shown working, not described. Both sides of the market shown wherever the platform permits it. The audience leaves knowing what using it is actually like.	**5**
2	Value creation and capture	Value proposition, customer definition, and revenue model explained precisely. Each side of the platform identified along with what holds it there.	**5**
3	Business model map	Amit and Zott's design elements and design themes applied. The dominant source of value identified and justified.	**5**
4	Competitive position	Direct competitors profiled. Value propositions compared on substance. How the platform protects its position explained and its durability assessed.	**5**
5	Application of course frameworks	Types and patterns of innovation, timing of entry, dominant design, and life cycle position applied correctly and supported with data rather than impression.	**5**
6	Evidence base	Key published measures assembled, each with a source and a date. Estimates identified as such. Gaps in disclosure noted.	**5**
7	Artificial intelligence, references, and production	Opportunities and threats identified, with the company's own statements cited. At least ten references, properly cited. Clear audio, coherent structure, within time.	**5**

Full rubrics and any updates are posted on BrightSpace and take precedence over this document.