

## Matchmakers: The New Economics of Multisided Platforms

By David S. Evans, Richard Schmalensee



**Matchmakers: The New Economics of Multisided Platforms** By David S. Evans, Richard Schmalensee

Many of the most dynamic public companies, from Alibaba to Facebook to Visa, and the most valuable start-ups, such as Airbnb and Uber, are *matchmakers* that connect one group of customers with another group of customers. Economists call matchmakers multisided platforms because they provide physical or virtual platforms for multiple groups to get together. Dating sites connect people with potential matches, for example, and ride-sharing apps do the same for drivers and riders. Although matchmakers have been around for millennia, they're becoming more and more popular—and profitable—due to dramatic advances in technology, and a lot of companies that have managed to crack the code of this business model have become today's power brokers.

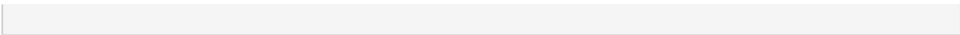
Don't let the flashy successes fool you, though. Starting a matchmaker is one of the toughest business challenges, and almost everyone who tries to build one, fails.

In *Matchmakers*, David Evans and Richard Schmalensee, two economists who were among the first to analyze multisided platforms and discover their principles, and who've consulted for some of the most successful platform businesses in the world, explain how matchmakers work best in practice, why they do what they do, and how entrepreneurs can improve their chances for success.

Whether you're an entrepreneur, an investor, a consumer, or an executive, your future will involve more and more multisided platforms, and *Matchmakers*—rich with stories from platform winners and losers—is the one book you'll need in order to navigate this appealing but confusing world.

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**Bibliography**

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### Editorial Review

Review

As seen in *The Wall Street Journal*, *The New York Times*, and *The Economist*.

“A must-read business book for ambitious entrepreneurs ... thought-provoking insight into what’s behind the exponential growth of the companies in whose footsteps we’re following. It’s a portal through which to view the economy of the future.” — *Daily Telegraph*

“It’s a worthwhile, and short, read for anyone who wonders about the key drivers in different types of business. Knowing what type of business a company is operating is important both for CEOs and investors.” — *Forbes*

“The Rise of the ‘Matchmakers’ of the Digital Economy” — *The New York Times*, DealBook

“...measured and analytical...” — *The Wall Street Journal*

“An economist and entrepreneur and the former Dean of the MIT Sloan School plumb the historical roots and future possibilities of such business models and the economics behind them.” — *Forbes*, 2016 Summer Books for Creative Leaders

"*Matchmakers* is one of the year's best strategy books... It should be read by both hipster-web designers with a full beard and smooth McKinsey consultants with sharp creases." — *Henrik Ørholm, Børsen*

“The authors explain this ecosystem in engaging prose with ample examples of their theoretical points with practical case studies. *Matchmakers* introduces complex concepts in an important and expanding area of business and economic development. It is an important and provocative read.” — *CHOICE*, the publication of the American Library Association

ADVANCE PRAISE for *Matchmakers*:

**Reed Hastings, founder and CEO, Netflix—**

“*Matchmakers* sheds light on some of the most important businesses driving the global economy. A great read for anyone who wants to better understand how the companies behind the products and services they use every day work.”

**Dan Schulman, President and CEO, PayPal—**

“*Matchmakers* is an insider’s look at one of the critical business models of our era—one that only looks easy because the drivers around successful multi- and two-sided networks are anything but self-evident. It’s an entertaining read, yet filled with the insights essential for anyone interested in starting or scaling these complex yet powerful businesses.”

**Lawrence H. Summers, Charles W. Eliot University Professor and President Emeritus, Harvard University; former US Secretary of the Treasury—**

“More than the Internet, the sharing economy or automation platform companies and matchmaking markets

are defining the new economy. Evans and Schmalensee are pioneers in developing economic theories that explain this new economy. Here they share what they've learned to the great benefit not just of economists, but also of entrepreneurs, policy makers, and consumers.”

**Hikmet Ersek, President and CEO, Western Union—**

“Entirely new business models have evolved around the platform, connecting supply and demand, service provider and customer, sender and receiver. *Matchmakers* captures this phenomenon—the platform ecosystem—in a way that makes this book compelling reading for anyone seeking to understand the role that platforms play in today's economy.”

**Jean Tirole, Chairman, Toulouse School of Economics; Winner, 2014 Nobel Prize in Economic Sciences—**

“David Evans and Richard Schmalensee are masters at combining strategic analysis and economic theory. *Matchmakers* is a journey through the strategies of platform businesses, which are central to our economies. Full of stories, fun to read, stimulating, and rigorous, this terrific book is required reading, from the economics and MBA student to the entrepreneur looking at building a platform to any reader curious about how our economy evolves.”

**Bob Solomon, former Senior Vice President, Network and Financial Solutions, Ariba, Inc.—**

“*Matchmakers* will be mandatory for anyone building or investing in multisided platforms—in the cloud or on the ground. It's not only full of great stories like the rise of M-PESA, it's also a practical guide to getting your platform business off the ground. If the people behind Apple Pay had this book to read, maybe they would have started differently.”

**Gary Katz, President and CEO, International Securities Exchange—**

“This book provided me, as a cofounder of the International Securities Exchange, with a different lens through which to view my business and industry. This framework would have been a valuable addition to my playbook as my colleagues and I grappled with questions of pricing and building critical mass when we were planning the launch, eighteen years ago, of the first all-electronic options exchange in the United States.”

**Cathy Baron Tamraz, Chairman and CEO, Business Wire—**

“The ‘matchmaker’ is one of the oldest business models, but it's ever more important in today's interconnected, networked world. This deep dive into today's multisided businesses provides a clear, compelling, and entertaining road map for how net platform businesses can blast off and ignite. Bravo!”

Praise for *Catalyst Code*:

**Bill Gates—**

“. . . an important book for anyone interested in understanding how breakthrough businesses can be built in today's economy.”

**Patrick McGovern, founder and former Chairman, International Data Group—**

“*Catalyst Code* shows that in the Internet Age, the greatest business successes will be based on creating communities in which buyers and sellers are brought together efficiently, rather than making a new product or providing a new service.”

**Peter S. Lynch, Vice Chairman, Fidelity Management & Research Company—**

“Evans and Schmalensee reveal the inner workings of what is rapidly becoming a new model for

businesses.”

About the Author

No Bio

No Bio

No Bio

## **Users Review**

**From reader reviews:**

**Roberto Reyes:**

In this 21st centuries, people become competitive in every single way. By being competitive right now, people have do something to make them survives, being in the middle of the particular crowded place and notice by surrounding. One thing that oftentimes many people have underestimated this for a while is reading. Sure, by reading a book your ability to survive improve then having chance to stand than other is high. For yourself who want to start reading a book, we give you this kind of Matchmakers: The New Economics of Multisided Platforms book as starter and daily reading e-book. Why, because this book is greater than just a book.

**Marian Storie:**

People live in this new day time of lifestyle always attempt to and must have the time or they will get great deal of stress from both lifestyle and work. So , whenever we ask do people have time, we will say absolutely yes. People is human not really a huge robot. Then we ask again, what kind of activity do you have when the spare time coming to you of course your answer will certainly unlimited right. Then ever try this one, reading books. It can be your alternative within spending your spare time, typically the book you have read will be Matchmakers: The New Economics of Multisided Platforms.

**Karen Perl:**

Is it you actually who having spare time then spend it whole day simply by watching television programs or just lying down on the bed? Do you need something totally new? This Matchmakers: The New Economics of Multisided Platforms can be the response, oh how comes? It's a book you know. You are thus out of date, spending your time by reading in this fresh era is common not a nerd activity. So what these guides have than the others?

**William Rockwood:**

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matter that they don't and make you more like an interesting person. This particular book can be one of one step for you to get success. This e-book offer you information that maybe your friend doesn't recognize, by knowing more than additional make you to be great folks. So , why hesitate? Let us have Matchmakers: The New Economics of Multisided Platforms.

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