



# PwC Legal Switzerland

## Your successful journey to the platform economy

Whether you are an innovative startup or an established company seeking to reinvent your business, we can help you succeed in the platform economy and harness its huge economic potential.

[www.pwc.ch/legal](http://www.pwc.ch/legal)



# What is the platform economy and why is it important to you?

## Platform economy

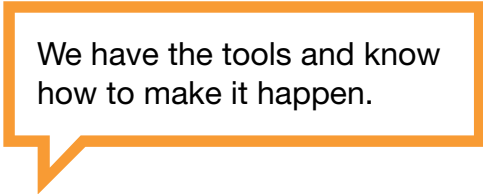
The platform economy is supported by the unique level of global internet connectivity and promises huge financial and business value.

- Permits innovative and agile business collaboration within and across industries.
- Allows for innovative delivery solutions for goods and services.
- Provides access to new markets and customers at local and global level.
- Sets the basis for rapidly accelerating growth.

## Your platform business model

The platform business model enables you to realise the opportunities provided by the platform economy and to reap the benefits.

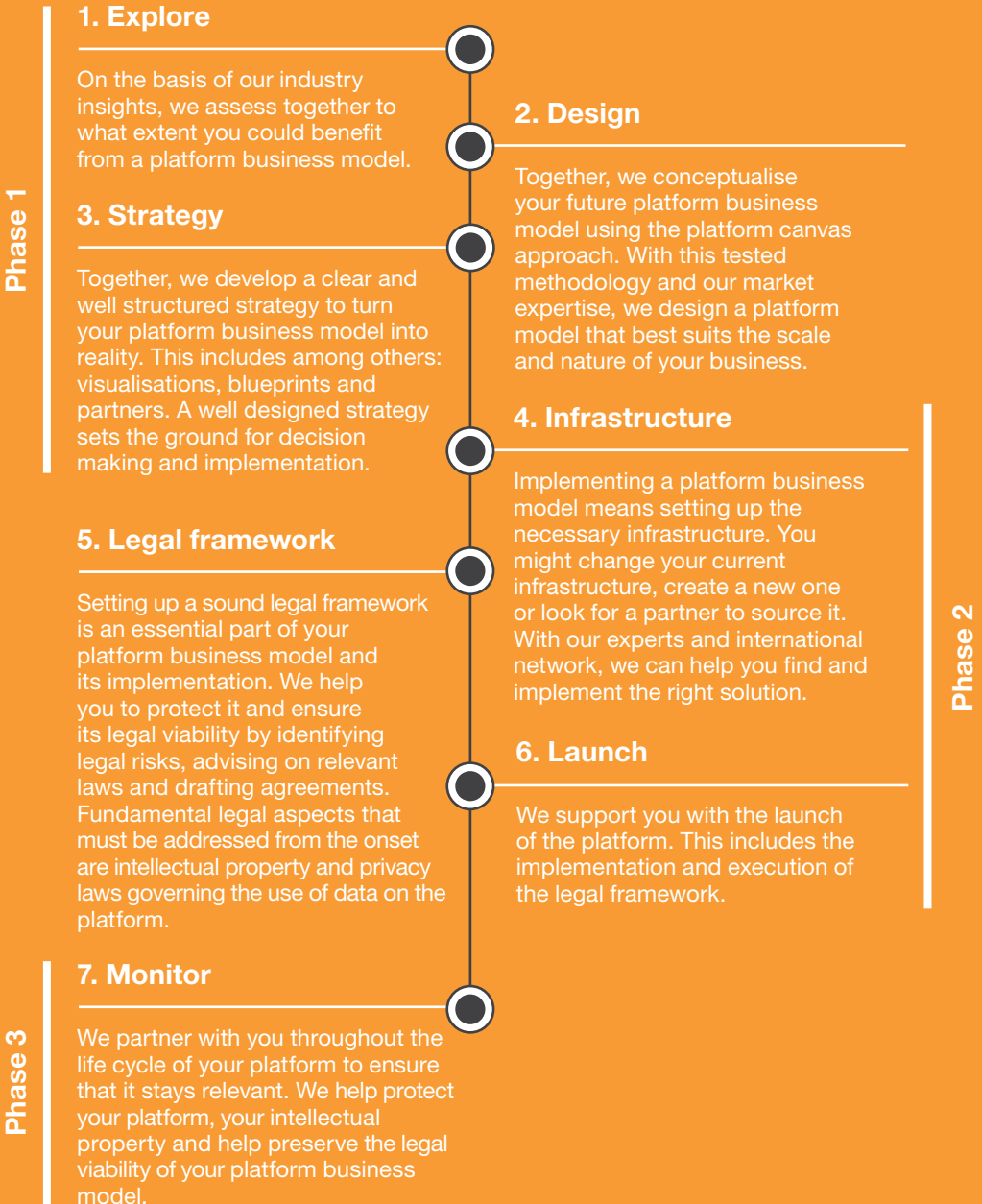
- Enables companies to reinvent or innovate their business and challenge their peers.
- Enables the monetisation of data by data acquisition and sharing, control of data flows and data analytics.
- Demonstrates business scalability with close to zero marginal costs.
- Allows for cost cutting by streamlining business processes and organisations.



We have the tools and know how to make it happen.

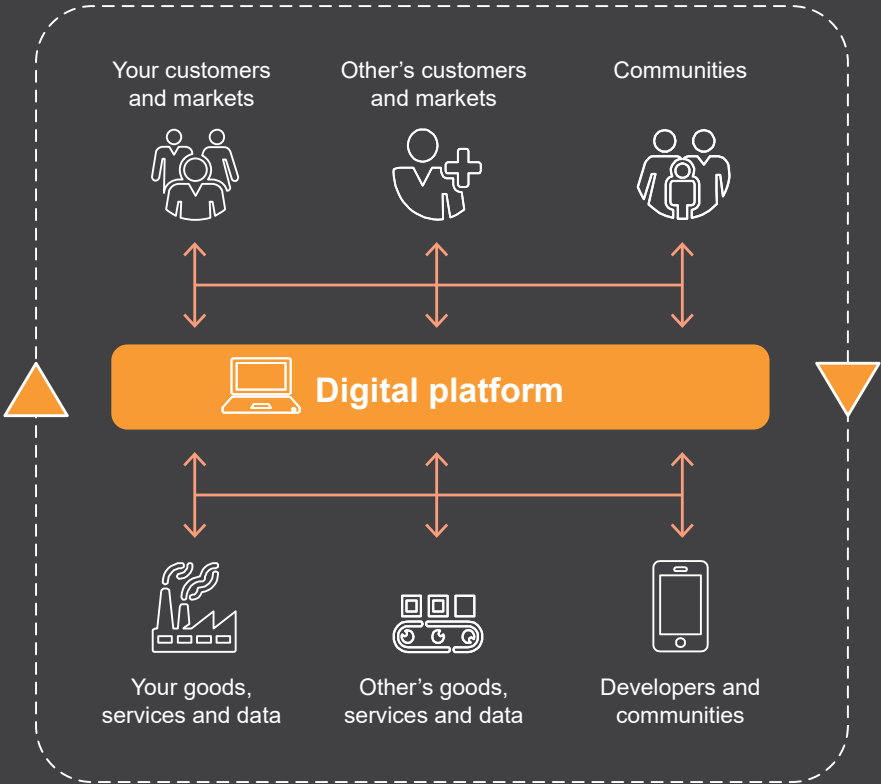
# Let's make the journey together towards the platform economy

## Platform business road map



# The legal framework: A key success factor for your journey to the platform economy.

In the platform economy, it is important to be vigilant from the beginning. Use a smart risk management strategy to avoid financial and reputational threats. A sound legal framework is necessary to protect your platform business as well as to ensure its legal viability and, in turn, profitability.



# Our key advice on the journey to the platform economy

Address intellectual property as well as privacy laws governing the use of data on the platform from the onset. Both lie at the heart of your platform business and are vital to it.

“In the platform economy, data alone will not be the competitive differentiator. What a company does with the data is what distinguishes it from its competitors.”

Some of the key questions are:

## **Data protection and privacy laws**

- What are the types of personal data you intend to use?
- What are the rights and obligations related to the use of data?
- Are you sure that you can process the data on a sound legal basis?
- Are all necessary agreements in place (e.g. processing agreements, data sharing and transfer agreements)?
- Who will access your data and define the purpose of processing?

## **Intellectual property**

- Have you assessed which IP assets are relevant to your business?
- What is your strategy to protect the relevant IP assets?
- How will you collaborate on the use of IP with your partners?

A sound legal framework mitigates operational and financial risks. Thanks to our strong expertise and industry insights, we are well placed to support you in achieving your objectives.

“The platform business has implications on the traditional notions of IP ownership and governance. Choosing the right IP protection strategy and monitoring regime is very important.”

# Let's journey together

## Please reach out to us.



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