

## Assignment #7 - Stripe

in this assignment, we will learn about payment systems through the lenses of the evolution of Stripe. This is a group assignment. Please form groups of max 3 people (no restrictions). As deliverable, you will have to write a short report to answer the questions below.

First, please read the following articles:

- <https://thedigitalmerchant.com/payment-processing/stripe-vs-square-battle-payment-processors/>

Then read the case “Stripe: Increasing the GDP of the Internet (Stanford)”, and answer the following questions.

- (a.) When Patrick and John Collision began developing an online payments solution in 2010, many people believed that PayPal had already solved the problem. Why was there such a large opportunity, and what allowed Stripe to succeed?
- (b.) As Stripe Connect grew, many companies (e.g., Lyft, Kickstarter, Postmates) approached Stripe with request for new product features and functionality. How should Stripe assess these opportunities, and how should it determine which product features to build?
- (c.) Initially, Stripe’s customers were primarily small business and start-ups. Should Stripe continue focusing its efforts on start-ups, or should it try to attract larger companies as customers? Why?
- (d.) With the launch of Stripe Relay, Stripe began to address the many opportunities outside of traditional e-commerce. How should Stripe prioritize these myriad customers and opportunities?
- (e.) With the launch of Stripe Atlas, Stripe made a concerted effort to target internationally based companies. In what geographies should they focus their efforts? What types of companies should they target?
- (f.) Who do you consider to be Stripe’s biggest competition? How should Stripe respond to this competitive threat?
- (g.) Stripe’s strategy is to make sure “this does not become a zero sum game”. Do you agree with this strategy? Who stands to lose if Stripe succeeds?