**Investment Banking Experience Program -Project 1**

1. The best potentially optimal profile-idea combination could be A (Engineer with an MBA degree) and C (international transfer remittance software). According to me, this is the best-suited profile for this idea as being having prior experience working in an IT firm Engineer has an idea of the functioning of a tech firm deep inside and also coordinates well with his software development team, also as Arjun is an MBA graduate add more stars to his value as he can understand the financial digits and will be well bridged with various teams working under him. Also, the idea is best suited as there is very less competition as compared to other domains and this field has a very profitable scope if implemented successfully.

**Gaining a deep knowledge**

Since nowadays internet has become the ocean of knowledge and one can deep dive to get acquainted with any field, thus Arjun must have the perfect knowledge about the international remittance system through every aspect including technical, nontechnical, and legal angles. Once he gets comfortable with the procedure he will also understand the team requirements and get the best possible workforce.

**Revising his Networks**

Being an engineering student has many perks on its one of which that Arjun can exploit is his networks, Arjun can connect with many of his alums or colleagues by sharing his idea and can build a great team, as a software developer in an IT firm itself Arjun also have great knowledge and distinction of best tech developers and the necessary profiles needed. As Arjun is also an MBA graduate, he has a better understanding of the various verticals required in a business team and can also unite many great experts or industry admirers with similar interests.

**Regulatory Framework**

Since now Arjun has immense knowledge of the industry, he must be facing the challenge of compliance requirements. As nowadays the FinTech Industry is at a boom the FinTech Regulatory Framework keeps evolving and processing the heavy documentation requires diligence and organizational skills. An international remittance system will require constant monitoring of regulatory frameworks of various countries and building a bridge between the technology team and the legal team, and this can be done efficiently with the help of a senior advisor, who has had experience in this field & can mentor Arjun in it. Alongside this, Arjun can also familiarize himself with various compliance regulations using tools available online.

**Standing Out of Peers**

In the current scenario, start-ups are at a boom in the world, especially in India, more than 5 million start-ups are founded every year in India out of which only 10% succeed, and the rest break down. Thus apart from developing and maintaining a successful system, running and differentiating it from its peers require a whole other set of skills. But since Arjun has an amazing passionate enthusiast with him they can find their way out.

**A Similar Story**

I can relate Arjun’s story to that of Ashneer Grover the co-founder and ex-managing director of BharatPe, he is an engineering graduate from IIT Delhi and later did his MBA in finance from IIM AHMEDABAD. Within a span of four years, Ashneer along with Shashank Nakrani turned BharatPe into one of the largest used payment apps in India.

**Conclusion**

As Arjun’s profile is perfect for the following idea, his passion, and team coordination can create a difference in this particular system.

2. As we got to know from module 1 that apart from loans, private equity offers more than just capital to firms, It is a clear value addition to the company through several other variables such as stamp of quality, network-driven benefits, and advisory benefits. Given the chosen profile-idea combination, I believe Arjun’s primary focus should be on advisory benefits and a quality stamp.

**Gaining the Trust**

As an international transfer remittance software, there will be a large amount of international transaction volume involved each day thus it is necessary to gain the trust of customers so that they can blindly rely on Arjun’s software which will be assured if a well-known private equity investor funds his Fintech firm as this investment signifies the company has been shortlisted among its various competitors and in fact, it has not only survived such a competitive process but also emerged successful in it this shows the sheer quality of the company.

**Bridging the Gap**

Although Arjun himself is an MBA graduate he lacks real-life experience in all the aspects of an international remittance transfer firm thus this can be helped by an investor who is also a mentor with certain experience in the same industry can help Arjun scale up his start-up. This may consist of payment statistics, ensuring compliance and security, and building user management models amongst others. Besides the development of the product, the mentor can also help with currency hedging. An international remittance app is prone to currency exchange risk and to protect its position, the company must strategically set up investments that can offset potential losses. With the help of an experienced mentor, Arjun can learn various approaches that can be used to mitigate this risk.

Hence Arjun’s PE investor would be an individual with experience in this domain and will provide him mentorship by using his own prior experience as the domain is very untouched and complex and this is the reason quality and advisory benefits are most important for Arjun.