# MODULE 6 UNIT 4

## Capstone project

**Learning outcomes:**

**LO5:** Recommend a solution to a problem encountered in the FinTech sector, based on what you have learned from the cases.

**LO6:** Present a slide deck that proposes a plan of action for overcoming challenges in the FinTech space.

### Name:

#### 1. Instructions and guidelines (Read carefully)

##### Instructions

1. Insert your name and surname in the space provided above, as well as in the **file name.** Save the file as: **First name Surname M6 U4 Capstone project** – **e.g. Lilly Smith M6 U4 Capstone project.** **NB:** *Please ensure that you use the name that appears in your student profile on the Online Campus.*

2. You are required to submit **two** documents to the Online Campus: This capstone project document containing your write-up and an accompanying set of PowerPoint slides. No other file types will be accepted.

3. Do **not delete the plagiarism declaration** or the **assignment instructions and guidelines**. They must remain in your assignment when you submit.

**PLEASE NOTE:** **Plagiarism cases will be investigated in line with the Terms and Conditions for Students.**

**IMPORTANT NOTICE:** Please ensure that you have checked your course calendar for the due date for this assignment.

##### Guidelines

1. There are 8 pages and 2 tasks in this assignment: a slide deck and a write-up.

2. Make sure that you have carefully read and fully understood the questions in the brief before answering them. Answer the questions fully but concisely and as directly as possible. Follow all specific instructions for individual questions (e.g., “list”, “in point form”).

3. If you have questions about your specific prompt, please contact your assigned tutor.

|  |
| --- |
| **Plagiarism declaration** |
| **1. I know that plagiarism is wrong. Plagiarism is to use another’s work and pretend that it is one’s own.**  **2. This assignment is my own work.**  **3. I have not allowed, and will not allow, anyone to copy my work with the intention of passing it off as their own work.**  **4. I acknowledge that copying someone else’s assignment (or part of it) is wrong and declare that my assignments are my own work.** |

#### Grade allocation

There are two components to this submission. Each component receives a grade allocation. However, you will only receive a final percentage grade and will not be given individual grades for each question. The grade allocation is there to show you the weighting and length of each question. Use the rubric to see how grades will be allocated.

**Adherence to the brief** 10

**Slide deck** 10

**Write-up** 10

**Total 30**

#### 2. Brief

This capstone project represents a culmination of what you have learned in the course. It is an opportunity for you to apply the knowledge and skills that you have acquired by working through the cases to analyze a specific business scenario. The capstone project brief is as follows:

1. Read the case studies in the capstone project casebook and consider the task description beneath each case.
2. Select **one** of the five FinTech-related problems in the casebook.
3. After selecting one of five FinTech-related problems, you are required to outline a plan of action for overcoming the challenges highlighted in your selected problem.

**Reminder:**

As mentioned in Step 1, the specific task you are required to undertake in relation to your problem is detailed below each case’s write-up in the capstone project casebook. Note, you can download the casebook and PowerPoint slide deck in Module 6 or in the Orientation Module.

To complete this project, you are required to submit the following two documents:

* A PowerPoint **slide deck** consisting of 10–15 slides in which you propose your solution to the problem, by outlining a plan of action for overcoming challenges in the FinTech space.
* A short **write-up** that accompanies and supports your presentation. You will use this document and the instructions below to complete your write-up. The write-up **MUST** include an introduction, proposed plan of action, and a conclusion.

**Please note:**

Your slide deck and write-up should complement each. In your write-up, provide a more detailed report of the problem and your solution. In your slide deck, highlight your key points as you would in a presentation. Therefore, tailor these two sections of your submission accordingly.

Follow the instructions below for completing your submission.

##### 2.1 Slide deck instructions and guidelines

Please prepare your slide deck using the accompanying downloadable Microsoft PowerPoint template.

Apart from the cover page in the slide deck, which must state the problem you are addressing, you are welcome to customize the PowerPoint template as much as you like. Your slide deck should be between 10–15 slides (excluding the cover page and a table of contents, if you would like to include one).

Upload your slide deck along with this capstone project document to the Online Campus in Module 6.

**Note:**

Cite any **external** sources you reference in your slide deck using in-text citations that correspond to the reference list in your write-up. In-text citations are commonly formatted as (Author, year, page #), such as (Cohen, 2011, p. 2). Unless you are including quotes from course materials, you do not need to cite any knowledge you gained from this course.

**Explore further:**

The following resources and articles may be helpful to use when creating your PowerPoint slide deck:

* [Canva](https://www.canva.com/signup/) is a free online graphic design tool, which can be used to create visual presentations, designs, social media layouts, banners, webpages and more. You can use Canva to help you design your slide deck but ensure that you submit you slide deck in the Microsoft PowerPoint format.
* 7 best [tools for designing impressive slide deck presentations](https://www.schneiderb.com/7-best-tools-designing-impressive-slide-deck-presentations/) is a helpful article that explores creative tools and their strategies, and how you can use them in your approach to your own slide deck.
* Consider [presentation tools](https://www.businessnewsdaily.com/6525-business-presentation-tools.html) that go beyond Microsoft PowerPoint. Remember that you need to submit your slide deck in PowerPoint format, but you can take inspiration from these other design tools to create a unique approach for your presentation.
* This resource could assist you in designing your strategy for your capstone problem: It could be useful to [future-proof your strategy with scenario planning](https://hbr.org/podcast/2020/07/future-proofing-your-strategy-with-scenario-planning) for your capstone project.

##### 2.2 Write-up instructions and guidelines

Please include your problem number and title here (delete the ones that are not applicable):

1. **Problem 1:** The road to a US digital dollar
2. **Problem 2:** BanQu and blockchain technology for shipping
3. **Problem 3:** Big Data – Coegil
4. **Problem 4:** Jumia’s super-app
5. **Problem 5:** Web 3 & e-commerce

Your write-up should not exceed 1,000 words.

Please follow the format guidelines below for structuring your write-up:

###### Introduction:

Write a succinct paragraph in which you articulate the challenges faced by the company. You may consider the following aspects:

* Big picture (the background landscape of the industry or sector)
* Small picture (the situation that the company faces)
* Specific issues that you are targeting.

Your introductory paragraph should have your bottom-line up front (BLUF). This should be 1-2 sentences summarizing your analyzed challenge and your recommended solution.(max. 150 words)

###### Proposed plan of action:

Outline your proposed solution to the problem. You should include the following aspects:

* What your proposed solution is;
* What evidence or thought logic supports your proposal; and
* What challenges, side effects, shortcomings, and disadvantages your proposal may have, and why you still think your proposal is a good one.

(max. 700 words)

###### Conclusion:

Write a conclusion that sums up the key aspects of the problem and your solution.

(max. 150 words)

**References:**

At the end of your write-up, please include a reference list of all external materials you used for your capstone project. Throughout the write-up, external sources should be cited using in-text citations, which are commonly formatted as (Author, year, page #). You may use any citation formatting for the references list. If you do not have a preferred format, we recommend [Harvard format](https://www.mendeley.com/guides/harvard-citation-guide/).

The references list **does not** count toward the 1,000 word count limit.

Start writing here:

#### 4. Rubric

The following rubric will be used to grade your capstone project.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Requirements not met** | **Poor** | **Satisfactory** | **Good** | **Exceptional** |
| **Briefs:**  *Adherence to the brief* | No submission.  OR  The student has not completed any of the tasks for this project. (0) | The response addresses only one completed task (either the slide deck or the write-up) required for this project. (5.5) | The response addresses both tasks, the slide deck and the write-up, for this project. However, the slide deck exceeds the slide limit (two slides over).  AND  The write-up exceeds the word limit (100 words over). (7) | The response addresses both tasks, the slide deck and the write-up, for this project. However, the slide deck exceeds the slide limit (two slides over)  OR  The write-up exceeds the word limit (100 words over). (8.5) | The response addresses both tasks, the slide deck and the write-up, for this project and has not exceeded the slide or word limit. (10) |
| **Slide deck:**  *Articulation of problem and solution* | No submission. (0) | The response shows an incomplete understanding of the problem, strategy, and solution.  There is some evidence of engagement with the cases and resources, but this is not always accurately applied. (5.5) | The response demonstrates a satisfactory understanding of the problem, strategy, and solution.  The student has clearly engaged with the cases and resources, but a more nuanced answer is required. (7) | The response demonstrates a solid understanding of the problem, strategy, and solution.  The answer shows a strong command of the content and displays some lateral thinking. (8.5) | The response demonstrates a strong and incisive understanding of the problem, strategy, and solution.  The student has been able to critically engage with the content and apply it in a business situation.  The student’s answer shows evidence of originality and lateral thinking. (10) |
| **Write-up:**  *Articulation of problem and proposed plan of action* | No submission. (0) | The response shows an incomplete understanding of the problem, strategy, and solution.  There is some evidence of engagement with the cases and resources, but this is not always accurately applied. (5.5) | The response demonstrates satisfactory understanding of the problem, the landscape of the industry, strategy and evidence in support of the solution.  The response shows evidence of engagement with the cases and resources, but a more nuanced answer is required. (7) | The response demonstrates a strong understanding of the problem, the landscape of the industry, the strategy and evidence in support of the solution.  The student shows a strong command of the content and displays some lateral thinking. (8.5) | The response demonstrates a strong and incisive understanding of the problem, the landscape of the industry and strategy and evidence in support of the solution.  The response critically engages with the content and applies it to a business situation.  The response shows originality and lateral thinking. (10) |

**Total:** 30 points