

# **Business Case Project**

## **Proposal on FinTech Application and Disruption**

### ***General Description***

This project should be done individually. Each student is expected to propose a specific business application (use case/startup pitch) related to financial technologies (e.g., blockchain, new digital financial products). Each student should submit a written paper and present their project to the entire class. Innovative ideas are highly encouraged.

**This project will account for 20% of the overall course grade.** Points will be assigned based on the contribution and novelty of the idea proposed, and it will be assigned based on the completion and the quality of the written proposal.

### ***Submission:***

- Due by the midterm of the module (specific schedule on Syllabus).
- Double spaced, with cover page. Font size at least 11.
- Correct citation with APA format.
- Length range 3-10 pages, including any graphs, figures, and tables.

### ***Expectations***

The students are expected to conduct the following work:

- Research the topic by reading papers or articles
- Discuss and provide ideas on innovation, business model, implementation of FinTech.
- **The proposed idea should not be any widely used or observed business up to 2024.**
- Contribute to writing, data collection (if needed), and coding (especially if your proposed idea is based on inferences you draw from the market statistics).
- In your proposal, make sure you cover both the business and technical aspects, including **the problem you aim to solve, the solutions you provide, the potential challenges/competitors, the market/revenue sources, etc.** Some summary statistics are expected for each proposal, but the majority weight will be on the business design and solution.

### ***Resources***

- Review class notes and readings for blockchain applications.
- You refer the common use case in Canvas.
- Many news media (Bloomberg Businessweek, WSJ, Financial Times, etc.) also provide coverage on blockchains in general.