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.