Your Client: Stripe Inc. <https://stripe.com/>

Page Length: 3-4 pages

Writing Style: Please write in prose and avoid bulleted lists and sentence fragments. Please do not use jargon or assume domain knowledge on the part of your audience. Your audience is the average educated person, but not someone who is initiated in technical finance or accounting.

**Assignment:**   
  
(1) How would you explain the concepts and importance of free cash flow and the cash conversion cycle to an engineer with little financial background at Stripe? Please provide an example that references Stripe's business model (if you are feeling artistic, feel free to include a diagram).  
  
  
(2) Stripe facilitates payments for businesses of all sizes through card network and banking relationships.  In doing so, Stripe incurs various financial risks. For example, there is foreign currency risk when the currency a cardholder transacts in does not match the currency that is ultimately paid to the merchant. 

* Name 3 types of financial risks that may arise.  Explain how Stripe is exposed to this risk?
* You have been asked to prepare a summary Treasury financial risk exposures report for a monthly Management Risk Committee meeting.  Outline the key metrics you would consider reporting and why?
* Prepare a wireframe of a sample dashboard with key Treasury metrics (does not need to be high fidelity) and sample narrative.
* How would you go about developing a metrics database for these risk metrics?  What are the key data fields you would need? What are some of the key considerations or questions that you'd want to address before any development work?

(3) Select 1 bank and define a peer group (2-5 banks) to conduct benchmarking analysis.  Select a fundamental metric, e.g. price to book value. Create a narrative for why the valuation gap exists through the use of 3-5 charts supported by 1-2 sentences.  Please cite your sources.  