

**Self-assessment report SESAME Mission**

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Prénom : Thomas

Nom de l’entreprise & Mission SÉSAME : Kritpown

Equipe : B

Kriptown is a fintech (financial technology) that leverages new technologies to reinvent financial and banking services. This start-up, with less than 10 employees, specialises in digital assets and financial services for companies and institutions. Hence, the company is based on the Blockchain and allows investors to fund projects and receive "utility tokens", digital assets that can be used on a platform in exchange for a special service or receive preferential treatment for services. One of Kriptown's advantages over the competition is that the company takes care of the legal and contractual parts, and allows for investment from as little as 1 euro. Once the fundraising is complete, investors receive a number of utility tokens which they can either resell on the platform's secondary market or use in the shop to receive services in exchange for the token. Kriptown's main problem is the lack of liquidity on the secondary market. Indeed, only about ten transactions are made per month, which can dissuade future investors from using their platform for fear of not being able to resell their purchase. During these two weeks, we had to address this lack of demand, investor, volume and liquidity on the Kriptown platform.

Our group consisted of two MSc, MSc Luxury industries management (Luxury), and Baking and International Finance (BiF). The first days of work were complicated for the luxury students. Indeed, this company has nothing to do with their field of study, the Kriptown website is made for investors and finance professionals. Moreover, as finance is a complicated field to understand, and Kriptown is located in an emerging field of finance, blockchain, which is even more difficult to understand than "traditional" finance, I find that luxury students quickly lost hope. Being familiar with blockchain and cryptocurrencies, I think it was my role to motivate them to understand this technology and reassure them.

95% of humans are not familiar with finance and Kriptown needs investors from outside this field to increase their capital and volume on their platform. So, I thought that the students in the MSc Luxury were in no way useless to the project, on the contrary, they would be there to provide critical thinking so that anyone could invest in the start-ups that Kriptown offers, not just those who work in finance. In fact, we needed to make the platform accessible to everyone.

During the first week, we divided the tasks between us. The internal and external diagnoses were worked on by the finance and luxury students respectively, and together we thought of the two scenarios to propose to the company. At the same time, we made the PowerPoint presentation. I chose to be the team coordinator for the first two days, being the most helpful to the group with the blockchain. We were two leaders in group B: Lina, "responsible" for the luxury group and myself "responsible" for the finance group. Although some only showed up in the team meetings, and others didn't even bother to log in, we had good group cohesion in producing fast, coordinated and efficient work.

The second week we had to try and attract crypto-currency owners to Kriptown to invest in the platform. So, the question we asked ourselves all week was "how do we attract crypto-addicts knowing that they won't be able to invest with digital assets because Kriptown doesn't allow it?".

Of the different groups working on Kriptown, we had more of an entrepreneurial role because we had to find solutions to a problem that we couldn't solve directly.

For this reason, the motivation of the week's group was disastrous, only three of us were really involved in the work provided, idea research, PowerPoint, written report. No response to the messages, only partially completed tasks to say that they had contributed to the work. It was a real challenge to try and lead an unmotivated team and take charge of 8 out of 11 students. I could see that there are leaders and followers, something I never had the opportunity to see in my previous studies, where everyone took charge, proposed ideas and tried to contribute a little to the project, something that did not happen this second week.

✓ **Lead a project by working in a large group with students from various educational backgrounds.**

Skill acquired. I organised the meetings, acted as coordinator several times, and guided group members in their research and work.

✓ **Contribute consistently and professionally so as to create added value to the group (in terms of thinking, reflecting, pondering, making decisions, operations, group organization and logistics ...)**

Skill acquired. I brought my knowledge of blockchain and crypto-currencies, as well as the various investments we had the opportunity to talk about during these two weeks.

✓ **Show regularity and diligence in a tutored exercise.** Skill acquired.

✓**Understand and provide an in-depth analysis of the characteristics of a sector of activity/ an industry.** Skill acquired.

✓ **Search for, and analyse the data that has not been given out by the company or the tutors.** Skill acquired. I analysed the data of the transactions made on the Kriptown secondary market to calculate the fees the company was taking per project. (Spoiler: not much)

✓ **Know how to apply to a real-case situation the theoretical management tools already known. Integrate the tools that are commonly used in (or asked by) the company.** Skill partially acquired.

Despite having gone through the tools for strategic business management, this was the first time I had the opportunity to work on such a project. So, I can't say that the skill is fully acquired. I would have to do another project like this one for it to be completely mastered on my side.

✓**Be able to make recommendations and design an action plan in line with the demand of a company in an unusual environment**

Skill acquired.

✓ **Be creative/disruptive at the right time to find new/innovative solutions to a given problem (if this is a request of the company)**

Skill acquired. During the second week, there were only two of us, maximum three, proposing ideas and avenues of research, and we had to find new solutions, alone.

✓ **Know how to produce professional quality deliverables**

Skill partially acquired. I made parts of the PowerPoint together with Lina, but it is true that she had the ideas for professional and qualitative presentations.

✓ **Know how to present orally to a professional audience orally in a convincing fashion.**

Skill acquired. I presented the two PowerPoint presentations at the end of the week.

To conclude, these two weeks of Sesame missions made me realise that I am a leader/manager rather than a follower and a leaded. I learned a lot about myself and I could understand once again that a job like this is better done in a small motivated committee rather than in a group of 10. Indeed, out of 10 people, only 3 are really involved (Lina and Lucas). The other 6 or 7 slowed down the group and had, so to speak, two weeks off. I am looking forward into working with a more professional team in the future. Project like this mission are useful for a student but not with a team that is not working.