# RIPPLE Payment Protocol

19/03/23

## Overview and Activities

\* Name of company

\* When was the company incorporated?

\* Who are the founders of the company?

\* How did the idea for the company (or project) come about?

\* How is the company funded? How much funding have they received?

### XRP

\* What specific financial problem is the company or project trying to solve?

\* Who is the company's intended customer? Is there any information about the market size of this set of customers?

What solution does this company offer that their competitors do not or cannot offer? (What is the unfair advantage they utilize?)

\* Which technologies are they currently using, and how are they implementing them? (This may take a little bit of sleuthing–– you may want to search the company’s engineering blog or use sites like Stackshare to find this information.)

## Landscape and Results

### ISO20022

### Ripple Vs SEC

\* What domain of the financial industry is the company in?

\* What have been the major trends and innovations of this domain over the last 5-10 years?

\* What are the other major companies in this domain?

\* What has been the business impact of this company so far?

\* What are some of the core metrics that companies in this domain use to measure success? How is your company performing, based on these metrics?

\* How is your company performing relative to competitors in the same domain?

* What is the background of your company? What do they do? Who are their competitors?
* How does this company use technology to their advantage? Why are they considered a FinTech company?
* Why is this company exemplary in the FinTech space? What are their strengths and weaknesses?
* What is the prognosis for this company? Where do they expect to be in the future?

## Recommendations

\* If you were to advise the company, what products or services would you suggest they offer? (This could be something that a competitor offers, or use your imagination!) CBDC

\* Why do you think that offering this product or service would benefit the company? ODL for national transaction, replace swift payments, XRP a dominant cryptocurrency

\* What technologies would this additional product or service utilize?

\* Why are these technologies appropriate for your solution?

**Requirements**

**Company Information and Business Activities (25 points)**

To receive all points, you must:

* Select a company in the fintech domain to research. (5 points)
* Provide a detailed description of the company's domain, audience, solution and business metrics. (10 points)
* Present company information in a clear and well-organised manner. (10 points)

**Fintech Domain Trends (20 points)**

To receive all points, you must:

* Communicate a thorough synopsis of trends and landmarks in the chosen fintech domain. (10 points)
* Identify several major competitors. (10 points)

**Research Depth (15 points)**

To receive all points, you must:

* Use multiple sources to present a thorough and cohesive view of the company's domain, history and results. (5 points)
* Use specific quotes from sources and reference them clearly and accurately. (10 points)

**Recommendations (20 points)**

To receive all points, you must:

* Thoroughly explain company recommendations. (10 points)
* Base company recommendations in solid research. (10 points)

**Report Presentation (20 points)**

To receive all points, you must:

* Present the report in a README.md file in a GitHub repository. (10 points)
* Showcase your expertise and build credibility. (10 points)

**Submission**

* Create a repository for this Challenge on GitHub.
* Upload the README file containing your case study report to this repository.
* Submit the link to your GitHub repository to Bootcamp Spot.