

EVALUATING THE BEST BUSINESS MODEL FOR YOUR STARTUP



North American FinTech Challenge



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OVERVIEW

IE Business School Masters in Finance now offer a specialization in FinTech. Students will be able to immerse themselves in fields like blockchain, crowdfunding, cryptocurrencies, cybersecurity, algorithm management, alpha generation platforms and AI in the finance industry, all of which provide powerful tools to tackle challenges thrown in the field of financial management.

Want to take the lead? Then join our FinTech challenge!

The challenge is meant for potential candidates of the Master in Finance, Master in Advanced Finance or Global Master in Finance programs. We will select up to three winners from this challenge. Winners will be awarded with a 30% scholarship to one of the programs mentioned above.

*Please note that in order to be eligible, all candidates must send both the challenge solution and application form by the deadline date.

SELECTION BASIS: Evaluate the Best Business Model for Your Startup

Candidates must decide on the best business model for the FinTech company presented in the case. Minimum requirements are a SWOT analysis and a pros and cons analysis of the two-mentioned business models, identification of KPIs, "burn rate", funding needs, valuation of the business, and exit strategies. All case solutions will be evaluated by an IE Business School Fintech professor and Business Angel, Pablo Soler, who will select the winning cases.

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REQUIREMENTS: How to Participate in the

1.APPLICATION TO THE PROGRAM:

To participate you must have submitted an application to one of the three participating programs. If you have not begun your application, [click here](#) to get started:

A.Master in Finance

B.Master in Advanced Finance

C.Global Master in Finance

2. SEND AN EMAIL TO NorthAmerica@ie.edu TO REQUEST THE CASE AND INSTRUCTIONS

3.DEADLINE FOR SUBMITTING THE CASE SOLUTION

You will have until February 15th, 2019 to submit your case solution to our North America Team at NorthAmerica@ie.edu

4.APPLICATION REQUIREMENT

To be eligible for a scholarship, you must have completed and submitted the application form for the program you intend to join, and for which the scholarship will be granted, by February 15th, 2019. Supporting documents like transcripts, diploma or letter of recommendation can be submitted at a later date.

5.ANNOUNCEMENT OF WINNER

The three candidates who will be granted scholarships will be announced on March 1st, 2019. Admissions decisions to the programs will only be sent once complete applications have been received and once the Admissions Committee has decided to formally invite candidates to participate in the program applied to.

If you're ready to participate in this challenge, send an email with all your information to NorthAmerica@ie.edu

*April 2019 for the Master in Advanced Finance, September 2019 for the Master in Finance, and October 2019 for the Global Master in Finance.





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