

FinTech Challenge

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# EVALUATING THE BEST BUSINESS MODEL FOR YOUR STARTUP





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## OVERVIEW

Building on IE Business School's values of entrepreneurship and innovation, and because of our recent launch of a specialization in FinTech, we are launching a challenge for aspiring Masters in Finance students.

**The challenge is for potential candidates of the Master in Finance, Master in Advanced Finance or Global Masters in Finance programs. Candidates must follow the below-mentioned requirements to be eligible for a 30% scholarship to one of these programs.** We will select three winners. The candidates who are selected as winners need to successfully complete our admissions process and be admitted to the program.

## 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 must be submitted by July 18th for evaluation by 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 Challenge

### 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. DOWNLOAD & SAVE THE CASE. FinTech Case Challenge

### 3. DEADLINE FOR SUBMITTING THE CASE SOLUTION

You will have until July 18th, 2018 to submit your case solution to Ms. Marta Garcia at [marta.garcia-morera@ie.edu](mailto:marta.garcia-morera@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 July 18th 2018. 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 July 25th, 2018. 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 [Marta.Garcia-Morera@ie.edu](mailto:Marta.Garcia-Morera@ie.edu)!

\*September 2018 for the Master in Finance, October 2018 for the Global Master in Finance, April 2019 for the Master in Advanced Finance.





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