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Company Case Study Form Fintech

Explanation:

According to the Letters of Intent by the Associated Industry Partners, each university will be provided with **one practical company case study** for the courses which will start in the academic year 2019/2020.

Next steps:

- 1) Each university should **choose one course** for which it develops a case study together with a company representative (e.g. a practical problem/issue which companies in this area are facing and on which the students will work – supervised by their lecturer).
- 2) Please fill in the form below

Please note: In case a company case study is developed for a course, only one additional assignment is required (see course package form, section 8).

General information:

Title of the course (as specified in the reformed curriculum)	Fintech
Name of the teacher	Cociug Victoria, Academy of Economic Studies
Title of the case study	Simulation ICO
Company with which the case study was developed	

Practical case study:

Explanation: Please outline the practical case study that the students are going to work on.

1. Introduction of the case / problem:

In order to borrow money on online platforms, it is necessary to carry out actions specific to the virtual environment.. Students need to know the specifics of online loans and how they are made. It is also important to evaluate the efficiency of the funded project and the ability to convince the co-financers. For these reasons it is proposed to simulate the financing of a project through ICO. This method involves evaluating the project and describing it in a way that is simple enough to be understood by donors.

The research question:

How can a project be funded through fintech tools? What are the benefits and risks of this financing??

Our case study instructs students about the method of attracting funds to finance ideas or start-ups without resorting to banks or microfinance funds. However, students apply knowledge from other disciplines, such as: Investments, Banking, Project Financing. They will be able to evaluate various financing methods and choose the optimal one

Learning outcomes of the case study:

- Students will be able to select the necessary information, available online;
- Students will be able to analyze market to identify a viable project
- Evaluate the efficiency of the project based on the theoretical and application criteria
- Systematic and concise presentation of calculations, their description and conclusions
- Interpret basic descriptive and financial information during practical sessions and a final exam;
- lead into elaboration of a concise paper reporting on case study and explaining the results;
- apply excel knowledge for making calculations and elaborate the founding plan

2. Assignment / task for the students:

Students will work on the assignment collaboratively in groups of four students (Students select their teammates). Each group will work on your own project.

Under teacher supervision, each team (4-6 students) will perform the case study approach report following the structure, requirements and deadline. The set of enquiries that required teams to search for, analyze, and synthesize information, apply the appropriate learning theory, and come up with a viable solution to the problem are presented below:

Case study requirements:

I. The introduction of the case study:

- Find the project needed to be developed
- Find the ICO platform

II. Simulation of ICO

- Study the platform's criteria for ICO
- Write the White Papers based on platform's criteria
- Composing the Road Map based on platform's criteria

III. Financial analyses

- Analyze the efficiency of ICO using the evaluation indicators

Task for the students:

Based on the financial analyses outcomes in the style required by a platform that houses the ICO they will write a memo 8-10 pages, and will emphasize main case study outcomes according to the given structure. This case study will be presented and oral using ppt.

.Assessment:

Evaluation team: Teacher responsible for the course and two students. The final mark is based on the average of three evaluation forms. (Teacher and students).

II. Case study writing memo evaluation form (80%):

Criteria	Max points	Evaluators points
Business Description	5	
Industry Overview & Competitive Positioning	15	
Financial analyses approaches and risk models methodologies summary	20	
Financial Analysis	30	
Founding Risks	20	
Conclusion and recommendation	10	
Total	100	

II. Oral Presentation Scoring Sheet (20%)

Criteria	Maximum Points	Points Notes
Financial Analysis How the efficiency indicators of the project were used and calculated. How they are explained in the white paper?	25	
Risk assessment Were the risk assessment methodologies appropriate and detailed?	25	
Presentation How effective/convincing was their presentation? Was it logical and did the facts support the recommendation?	20	
Question & Answer Were they able to answer the questions effectively and with confidence?	15	
Team Involvement	5	

Team involvement in the presentation/questions and answers.		
Materials Quality of slides	5	
Total	100	

Scale assessment:

Score (I+II)/2	0-14	15-24	25-34	35-49	50-54	55-64	65-74	75-84	85-94	95-100
Mark	1	2	3	4	5	6	7	8	9	10