

FINTECH CASE STUDY



Niveau d'étude
BAC +5



Composante
Ecole d'économie de la Sorbonne (EES)



Volume horaire
18h



Période de l'année
Automne

En bref

- > **Langue(s) d'enseignement:** Anglais
- > **Méthodes d'enseignement:** En présence
- > **Forme d'enseignement :** Cours magistral
- > **Ouvert aux étudiants en échange:** Non

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Description

Summary: The objective of this course is to explore different case studies where new technologies are changing financial intermediation. Together with La Place Fintech, I will invite six start-up founders to share their experience and explain their business strategy in the following areas: lending-based crowdfunding, neobanks, blockchain, the entry of big tech in financial services markets, etc.

While every founder will be free to decide on the structure of his/her lecture, but sufficient time will be reserved for students' questions. Students are encouraged to inquire about the following issues: pain points, market description, business strategy, business plan, financing, first users, marketing, barriers to entry, competition, obstacles, pivoting, etc.

Guests 2020/2021:

- * **Claire Calmejane** - Chief Innovation Officer, Société Générale: **Innovation inside an incumbent bank**
- * **Olivier Goy** - Founder of October: **Lending-based crowdfunding**
- * **Christian Catalini** - Head economist, Calibra: **Libra**
- * **Ambre Soubiran** - Co-founder, Kaiko: **Cryptoassets data provider**
- * **Julien Ribeyre** - Digital Manager Officer, Bpifrance: **Policy innovation during the COVID-19**

* **Anne-Catherine Husson-Traore** - Director, Novethic: **Green finance**

Professor: David Leblanch (Senior Economist – Euronext)

Student assessment: Case Study

Infos pratiques

Campus

› Maison des Sciences Économiques