

IEOC FINAL ROUND 2021

Business Case

Brief

Recent technological advancements have spawned opportunities with its application in the financial sector in renovating transaction, credit rating, and information mechanisms. Data became the driving force of business and technological innovations. Its power to accurately depict human behavior and preference enables new integrated solutions to differentiated connection, engagement, and risk management.

China, with its world leading internet infrastructure, and the prosperity of social network constructions, have reshaped how people live and connect just over a decade. The fast-forward in urbanization and rising resident financial awareness are indicating new ways to strengthen financial inclusiveness with its massive unexplored marketplaces (low tier cities).

The black swan novel coronavirus is forcing the financial industry to take an unvarnished look at how it communicates and where it's heading to. Leaders and analysts are now seeing the significance of open ecosystem that cuts transaction costs and bring down boundaries between finance and tech firms. Inventive competencies are essential across high-impact areas such as crisis processes and enhanced digital experience. Leaders across the globe are going into the upcoming strategic planning cycle faced with prioritization decisions that force them to weigh trade-offs among time, profits, autonomy, and differentiation.

You are invited to envision the prospect of the blend of technologies in the financial sector as a leader of a Chinese finance company in the near future, mainly in what are the main changes that will likely to occur, how those changes are redefining the business, and what would be the opportunity that will establish your firm the leading player in the new game. On top of that, you are devising a new project with a set revenue goal. You will be asked to present a cohesive and detailed illustration of your vision and initiative. Basic elements include industry research, market analysis, project modeling, product design, marketing, and financial modeling.