

INNOVATIVE BUSINESS OPPORTUNITIES AT THE INTERSECTION OF FINTECH AND LOGISTICS

CHALLENGE 19-28 SEPT 2017

70 MSc students from Rotterdam School of Management of the Erasmus University will explore innovative business opportunities at the intersection of fintech and logistics in a pressure cooker course: Participate in this challenge to learn more about possible new business opportunities!

1 INTAKE

JULY 24

Provide the intake form with company and contact person information as well as a brief description of the research question/ challenge that you would like the students to work on. We will provide feedback to specify the challenge if needed.

KICK-OFF 2

SEPT 19

During this kick-off the students will learn about their assignment and about the team they are in.

3 BRIEFING

SEPT 19/
SEPT 20

To make a swift start, it is important the team has a briefing with the company coach (in person or in a call) on September 19 PM or September 20 AM. Brief with any relevant information and stakeholder contacts.

FIELD & DESK RESEARCH 4

The teams will conduct desk and field research to explore new business opportunities. This includes talking to relevant stakeholders inside and outside your organisation. The analyses will cover key stakeholders and trends at the level of industry and society.

5 FEEDBACK SESSION

SEPT 21

On the afternoon of Friday September 21st, there will be a feedback market place/ speed dating session with all the teams and with all company coaches and other stakeholders. The afternoon will be concluded with drinks.

OPPORTUNITY GENERATION 6

The teams will generate and evaluate opportunities, adopting a mid-term to long-term focus. The teams will select and develop one opportunity (area) in greater detail.

OPPORTUNITY REPORT 7

The teams will deliver a concise opportunity report.

SEPT 27

8 FINAL PRESENTATION

SEPT 28

There will be plenary final presentation at the university.

SEPT 28

YOUR EFFORT:

- Intake form
- Briefing session or call
- Feedback session
- Final presentation

YOU WILL RECEIVE:

- Analysis
- Opportunity
- Pitch