

# INNOVATIVE BUSINESS OPPORTUNITIES AT THE INTERSECTION OF FINTECH AND LOGISTICS

CHALLENGE 19-28 SEPT 2017

## WHY PARTICIPATE?

- Are you a fintech company that wants to explore or enter the logistics market with your solution?
- Or are you a logistics service company that is interested in optimizing your processes with digital solutions or finance your business?
- Or are you a ICT company active in the logistics sector and curious how you can add payment, data or finance services to create value and reduce the need for working capital of your customers?

Participate in this challenge to learn more about new business opportunities! You have the opportunity to tap into the knowledge and creativity of 70 MSc students from Rotterdam School of Management of the Erasmus University. They will generate market insights and new solutions in the short time frame of two weeks! It will require a limited investment of your time and will open up a world of opportunities at the intersection of logistics and fintech!

## EXAMPLE CHALLENGES

You can post your challenge to a team of students, that you would like the students to work on. To trigger your inspiration, here are some examples;

### FINTECH

- With what value proposition can my fintech company enter the logistics market?
- What business model should I operate for the logistics sector to buy my fintech offering?
- What are the key drivers for logistics companies to buy fintech solutions?

### LOGISTICS

- What opportunities does inventory finance offer in attracting new customer and which market segments are most likely to step in?
- How can forwarders support shippers in organizing reliable data flows to facilitate supply chain finance programmes?

### ICT

- How can my logistics ICT company strengthen my value proposition with fintech solutions for payments, finance or insurance?
- To what extent would partnering with other complementary fintech service providers strengthen our own business proposition and which services creates most value to customers?

## YOUR INVESTMENT:

- Briefing: 19 or 20 September
- Feedback session: 21 September
- Final presentation: 28 September