

Monday, April 22, 2019

Dear Program Participants:

Welcome to FinTech for Executives: Understanding and Managing Innovation in Financial Technology. We are looking forward to working with you during your three days here at the NYU Stern School of Business, May 6-8, 2019.

Our program will introduce you to new concepts that involve using information technology to disrupt businesses in the financial services industry. We will cover blockchains, digital assets, artificial intelligence, machine learning, and other recent financial innovations, and we will look at the opportunities as well as the regulatory and implementation challenges that they have created.

We recommend that you read the following before the first day of the program:

- “To Do with the Price of Fish,” *The Economist* (2007).
- Christensen, “Disruptive Technologies: Catching the Wave” *Harvard Business Review* (1995).
- Christensen, “What is Disruptive Innovation?” *Harvard Business Review* (2005).
- “The Great Chain of Being Sure About Things,” *The Economist* (2015).
- Eisenmann, Parker, and van Alstyne: *Strategies for Two-sided Markets* (2006).
- “Pirate Booty Inc.” (2016).

Case Questions: one page bullet point answers due BEFORE class on Wednesday, May 8th

1. Would you invest in Pirate Booty? Why or why not?
2. What is the biggest operation risk at Pirate Booty?
3. Pirate Booty does not have its own banking license. Advantage or disadvantage?

If you have any questions about the materials or about the program, do not hesitate to contact us.

Regards,

Kathleen DeRose and David Yermack