

Mastercard Challenge 2019

Young Professionals
JANUARY, 2019



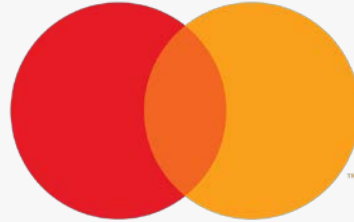
Mastercard es una empresa de tecnología en medios de pago. Conectamos consumidores, instituciones financieras, comercios, gobiernos y otras empresas globales, para permitir el uso de formas de pago electrónico



85% de las transacciones de comercio minoristas en el mundo aún son en efectivo



211 países y territorios



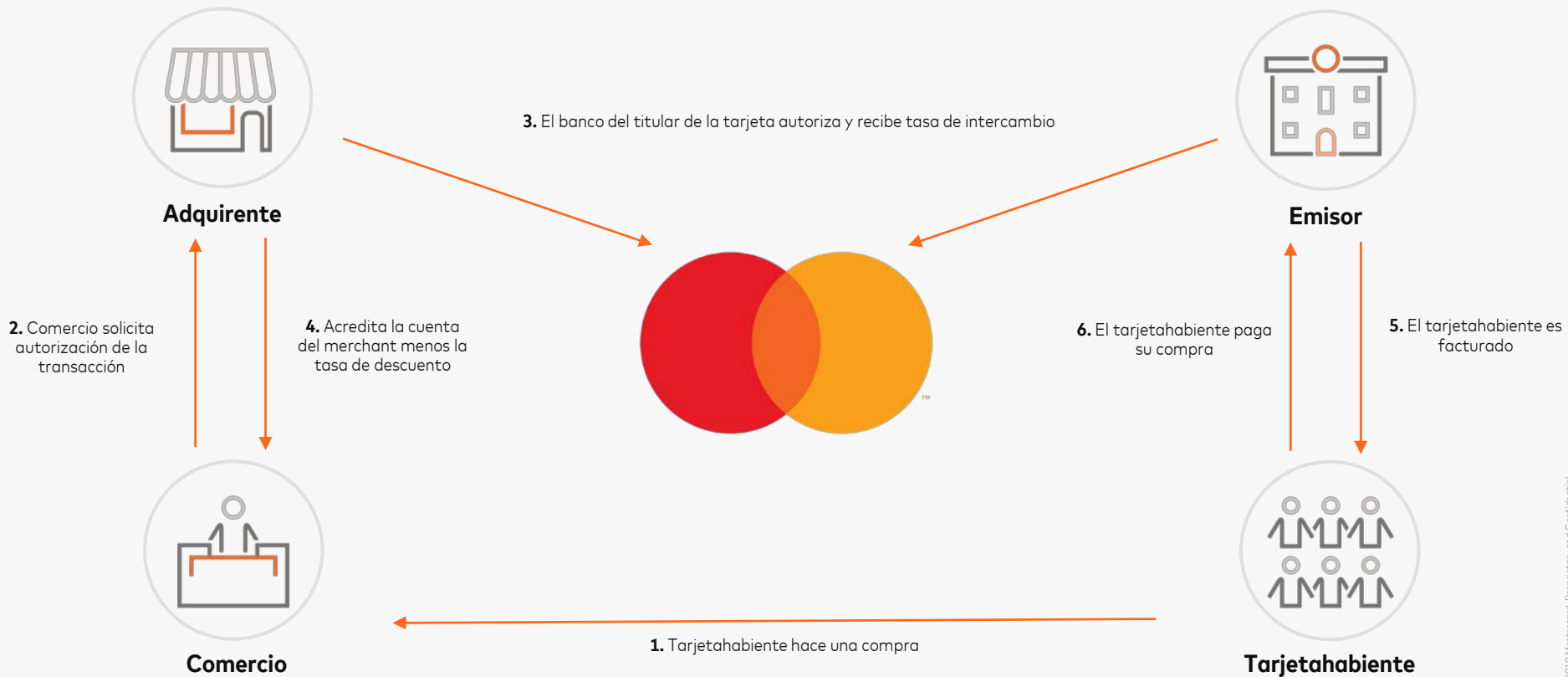
2,4 mil millones de tarjetas y **34,3 mil millones** de transacciones



40 millones de puntos de aceptación

Proceso de pago

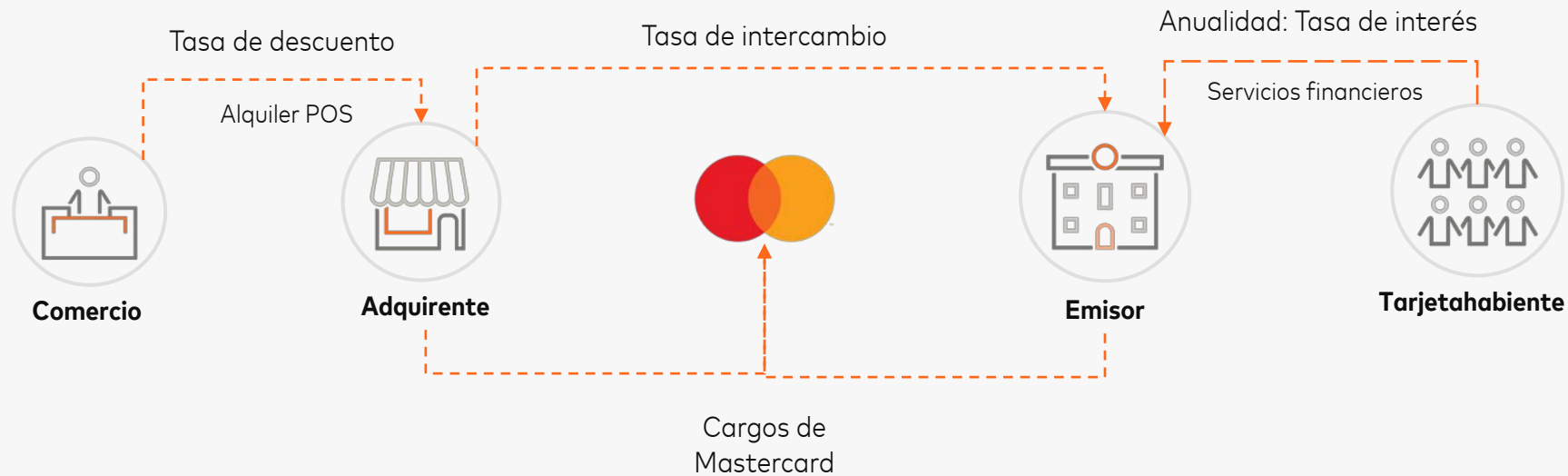
Modelo de 4 partes





Modelo de negocio

Modelo de 4 partes



El reto



The Challenge

Porque deberías participar en el **Mastercard Challenge 2019?**

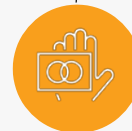
Mostrar tus habilidades y fortalecer tu CV



Networking con ejecutivos de Mastercard



Certificado de participación en el Challenge



Posibilidad de vincularte en la compañía*



Premios hasta por 12,000,000\$COP



Cronograma



- Oficina Mastercard: Cra 11 # 84 – 09 Torre Norte Oficina 801, Bogota.
- Los estudiantes tendrán un mentor dentro de la compañía, quien los guiará y apoyará durante todo el proceso para obtener los resultados esperados.

Fuentes de información

- **Fuentes primarias**

Encuestas, entrevistas con expertos, observación del comportamiento



- **Fuentes Secundarias**

Artículos académicos, libros, papers, etc.

- **Recomendados**

Superintendencia financiera, Euromonitor, Página Web de Mastercard.



CRITERIA

Client Lens

Q1 Is the changed behavior clearly addressed?

5 – Behavior is very clearly defined	4 – Behavior is quite well defined	3 - Behavior is somewhat defined	2- Behavior is not really defined	1- No clear behavior
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Q2 Is the solution emotionally engaging enough to motivate behavioral change?

5 – Solution is highly emotionally engaging and motivating	4 – Solution is emotionally engaging	3 - Solution is somewhat engaging	2 - Solution is not really engaging	1 – Solution is not engaging or motivating
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Feasibility Lens

Q3 Does Mastercard possess a competitive advantage?

5- MC possesses strong competitive advantage	4 - MC possesses a good competitive advantage	3 - MC has some competitive advantage	2 - MC has a weak competitive advantage	1 - MC has no competitive advantage
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Q4 To what degree is the solution a viable opportunity for Mastercard?

5 - Extremely viable opportunity for MC	4 - Fairly viable solution for MC	3 - Somewhat viable opportunity for MC	2 - Barely viable opportunity for MC	1- Not an opportunity for MC
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Commercial Lens

Q5 How clear is the value proposition?

5 - Value prop is extremely clear	4 - Value prop is clear	3 - Value prop is fairly clear	2 - Pain point is not really defined	1 - No clear pain point
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Q6 Is there an opportunity for scale and revenue generation?

5 – Excellent opportunity for scale and revenue	4 – Good opportunity for scale and revenue	3 – Fair opportunity for scale and revenue	2 – Weak opportunity for scale and revenue	1 – No opportunity for scale and revenue
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Bonus

- **+1 Point Bonus** - : Is there anything else that the team has done exceptionally well that you would award an extra point for?
- **-1 Point Deduction** – Is there anything that substantially weakens the proposal/presentation that you would deduct a point for?

Premios



Próximos pasos

1. El líder del grupo (máximo 4 personas de cualquier carrera y nivel*) debe enviar un correo electrónico con la siguiente información

Nombre del grupo		Nombre	Apellido	Número de cédula	Correo universitario
	1				
	2				
	3				
	4				

2. Mastercard enviará el material del Challenge y las actualizaciones semanales a cada grupo.
3. Mentor responderá las preguntas de sus grupos cuando sean solicitadas

Al participar en el Reto, los estudiantes aceptan que sus ideas, soluciones, prototipos y otros creadas en el Mastercard Challenge 2019 son propiedad de Mastercard International Inc. y pueden ser desarrollados por la empresa. A cambio, Mastercard proporciona orientación, experiencia en la industria y talleres para mejorar las habilidades de los estudiantes. Máximo 4 estudiantes por grupo actualmente matriculados en programas de pregrado, postgrado, maestría o doctorado en cualquier carrera de las universidades participantes. COP \$ 12'000,000 en premios para los ganadores, y la posibilidad de participar en un proceso de reclutamiento de internship

Champions

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Universidad Javeriana

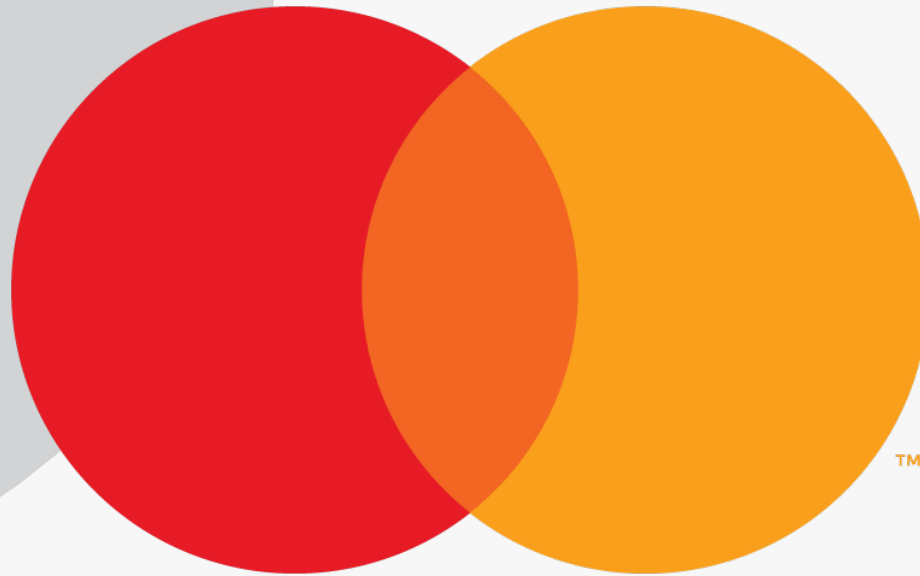
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