

# FINTECH ADVANCE PROGRAM

Step up to your next challenge!

***"Innovation distinguishes between a leader and a follower"***

**Steve Jobs**

# **FINTECH ADVANCE PROGRAM**

## **Participant Profile**

This advance program is designed for those seeking how a depth knowledge and imagination are the best drivers to achieve innovation in the financial sector. The course will equip business leaders, managers, lawyers, financial executives, IT experts and entrepreneurs with all the tools required to gain a full understanding of the Fintech industry and to develop a disruptive way of thinking that can be easily implemented in their daily occupations.

FinTech is gaining significant momentum and causing disruption to the traditional value chain of financial institutions and to the economic scenario in many Countries and markets. Therefore, the program will give a broad and comprehensive understanding of the economic, IT and legal implications of all the aspects of Fintech to enable a full and global view of all its angles, challenges, threats and opportunities.

The Fintech advanced program seeks to set the benchmark for training (from general perspective) in the financial digital services', digital banking and new technological tendencies sector, among others.

The program has been designed so that each module is leaded by an expert in the specific area and with the necessary practical experience to transfer attendees all the theoretical knowledge and practical expertise possible.

The program will count with both a theoretical - practical and legal - business approach. Consequently, theory lectures will be alternated with practical seminars in order to allow a global understanding and comprehension of the concepts explained. Furthermore, each concept will rely on a conceptual explanation, be it technological, business or legal, as well as on the relevant consequences of each particular case.

## **SANDBOX INNOVATION LAB**

During the program, a legal and business sandbox innovation lab structured through case studies will be set up to allow groups of students to (i) design an innovative strategic plan; (ii) create a new product or business line; or (iii) implement a business plan from a business idea.

## **Format**

Online

## **Dates**

March 28– July 12

## **Duration**

60 sessions

## **Integral Approach to learning**

- Interaction with a world class-faculty

- Lively discussion with an international peer group
- Key note presentations; framework lectures; practical tools and techniques
- Use of case study analysis and practical exercises to test and apply learning
- Implementation of a sandbox experience to design, create and execute an innovative idea

## **Fees**

**5.800 €**

## **Special Rates**

Special rates are available for IE Alumni, groups of executives attending from the same organization / law firm and executives registering for more than one program.

## FINDING SUCCESS IN A CHANGING WORLD

The traditional model for rendering financial and banking services – which has remained basically the same for decades if not centuries – is now being seriously challenged and massively disrupted by innovation and creativity. The rules of the game are changing and old approaches are being shaken and sometimes broken, and as with all competitive markets increasingly “the winner takes it all”!

The Fourth Industrial Revolution, already labelled as the Digital Revolution, is bringing significant changes on the ways people and companies relate and transforming the behavior of customers when they access financial products and services.

Join a top level world-class faculty in Madrid where you can find the time, space and support to explore:

- The changing environment for financial services: are we reinventing the rules?
- Review the options available: Where do you want to be?
- Developing a route map for your future: How do I get there, who needs to do what and when?
- Taking the team with you: Ensuring you have the right people on board then getting the best out of them?

This brochure outlines the benefits you can take from the program, and further information is available from the website at

[www.ie.edu/execed/lmp](http://www.ie.edu/execed/lmp).

If the program is of interest, we look forward to hearing from you. It is at the same time both a challenging and hugely enjoyable program.

Best wishes,

**Ana García Rodríguez**  
Program Director

## OUTCOMES

### DISRUPTING THE FINANCIAL SERVICES

The Fintech Program provides participants with a sophisticated methodology to enhance the quality of the classes and permit the participants to benefit from a very broad range of professionals who have been carefully selected as the leading experts in each of the different sessions. This will foster and “out of the box” thinking applying the tools and analytical frameworks provided for in their own organizations.

Alongside the program, the participants will benefit from a legal and business innovation lab in which they will count with the most accurate advice, support, and mentorship to learn, from the best, how to design and create an innovative business plan to implement any strategy, new product, or a new start-up in order to be able to put in practice all the knowledge acquired in the course and to develop a bit more the entrepreneurial aspects of the participants.

The outcomes include:

- An understanding of the wave of changes that we are seeing within the fintech sector
- Clarity as to the challenges, threats and opportunity that this Digital Revolution will bring into the market.
- A view from the other side of the fence: how to be innovative, disruptive and creative.
- A clearer picture of your role as a leader, what can be expected of you or not, plus an understanding of your own leadership style – what you do well and how you can get better.
- A review of your operational challenges, how to better structure and organize the business.
- Ideas on how to make the change required, be that either getting buy-in to innovation or being organized or working in new and different ways.
- Above all, knowing the value that you bring to your business and the knowledge and skills required for developing a successful career.

The Fintech Program is taught by leading academics and practitioners who are working on real-life projects and are considered as referents and influencers in the Fintech environment, so you will gain the skills and experience to put your ideas into practice.

## PROFILE

This program is for professionals seeking to take their career to the next stage making use of the new digital tools and knowledge.

### PARTICIPANTS INCLUDE

- managers, heads of practice groups or offices
- partners with management roles
- business professionals be that COOs, heads of business services functions and project managers etc

From within business

- general counsel and heads of legal departments and legal teams

- those responsible for project managing legal services and procurement of external legal services

Alternative service providers

- entrepreneurs, start-ups and investors

## **COURSE OUTLINE**

### **1. Introduction to Fintech**

#### **1.1. Introduction to Fintech: digital banking evolution (1 sesión)**

**(Inaugural Session - BBVA Innovation Director)**

#### **1.2. Disintermediation: Peer to Peer (P2P) from Napster to the collaborative models (1 sesión)**

**Lecturer: Philippe Gelis - Kantox**

#### **1.3. Competitive environment nowadays (6 sesiones) - Martín Huete**

1.3.1. Fintech

1.3.2. NeoBanks

1.3.3. TelcoBanks

1.3.4. AsianTech

1.3.5. Insurtech

1.3.6. PropTech

1.3.7. Energytech

1.3.8. Wealthtech -

### **2. Financial Services - Ana García (7 sesiones)**

#### **2.1. Introduction to Financial Services: scope, activity restrictions and shadow banking (1 sesión)**

#### **2.2. Financial Services**

2.2.1. Banking services

2.2.2. Payment services

2.2.3. Electronic money

2.2.4. Investment services

2.2.5. Collective investment schemes

### **3. Applications of Technology to Financial Services and Regulation**

#### **3.1. Payment means solutions - Mario Cantero / Celia Pereyro / Juan Ortí (6 sesiones)**

- 3.1.1. Business model and value chain
- 3.1.2. Payment gateways
- 3.1.3. E-wallets
- 3.1.4. Payment instruments tokenization & NFC Technology and cryptocurrencies
- 3.1.5. Alternatives: mobile carrier billing (MBO)

#### **3.2. Banking and financial services new solutions - Eladio Delgado (4 sesiones)**

- 3.2.1. Crowdlending
- 3.2.2. Crowdfunding
- 3.2.3. Real estate crowdfunding
- 3.2.4. Impact crowdfunding
- 3.2.5. Marketplaces

#### **3.3. Wealth Tech - Gabriella Orille (4 sesiones)**

- 3.3.1. Wealthtech: asset management in the digital era
- 3.3.2. Fundstech
- 3.3.3. Robo-advisors and Quant-advisors

### **4. Marketing - Mariana Hernandez (4 sesiones)**

#### **4.1. Millenials as new clients**

#### **4.2. Marketing Mix in the digital era**

#### **4.3. Interest of social networks in marketing and connecting consumers as a new paradigm**

### **5. Investment in the Fintech Sector - Francisco Lapinta / Gil Carrasquero (8 sesiones)**

#### **5.1. Typology of companies in the FinTech sector: start-ups as a catalyst for disruptive innovation**

- 5.2. Entrepreneurship in the Fintech sector**
  - 5.2.1. Entrepreneurship; success and failures
  - 5.2.2. Evaluation of an innovative business plan and grow up of a start up
  - 5.2.3. Selling an idea through story telling tools
- 5.3. Venture capital and joint-ventures in the Fintech sector - financing the change**
- 5.4. Investment vehicles** Lecturer: Jaime Martínez-Iñiguez (socio de Baker)
- 5.5. ICOs (2 sesiones) - Carlos Domingo**
- 6. LegalTech & Technology Landscape - Laura Fauqueur (5 sesiones)**
  - 6.1. Legal Tech y Reg Tech y Regulatory Compliance**
  - 6.2. Big data & Data mining**
  - 6.3. Cloud Computing**
  - 6.4. Artificial intelligence - Machine Learning**
- 7. Blockchains: operation and impact in the financial sector - Francisco Gordillo (4 sesiones)**
  - 7.1. Understanding Blockchain disruption (Uses Cases)**
  - 7.2. Blockchain and the Financial Industry**
  - 7.3. Blockchain: State of Art**
- 8. IT & IP - Cecilia Álvarez Rigaudias (3 sesiones)**
  - 8.1. Copyrights and trademark & patent protection**
  - 8.2. Data protection**
- 9. Challenges of the Fintech Sector - Víctor Rodríguez (4 sesiones)**
  - 9.1. Cybersecurity: requirements in the Fintech sector**
  - 9.2. Prevention of Money Laundering and Terrorist Financing**
  - 9.3. Tax implications of Digital Economy**
- 10. Final Thoughts (2 sesiones)**
  - 10.1. Frenemies: necessary collaboration between FinTech companies and banks (1 sesión)**

**Lecturer: Juan Jimenez Zaballos y David Jimenez - Banco Santander y Raisins**

**10.2. Next steps and further frontiers of Fintech**

**Lecturer: Paolo Sironi**

## **MODULAR APPROACH**

- 1. Module 1.- Introduction to Fintech + Challenges of the Fintech Sector + Final Thoughts**
- 2. *Module 2.- Financial Services + Applications of Technology to Financial Services and Regulation***
- 3. Marketing of Financial Services + Investment in the Fintech Sector**
- 4. LegalTech & Technology Landscape**

**Only those pupils enrolling in the entire executive programme will have the right to participate in the Sandbox.**

## **WHY THE FINTECH PROGRAM?**

### **TRANSFORMING YOURSELF, TAKING YOUR BUSINESS TO THE NEXT STAGE**

**A unique methodology that merges the best of theory and research with the practical wisdom of real world experience**

The Fintech Program brings together a unique faculty of leadership and management experts with some of the most successful leaders of fintech from around the world.

Participants benefit from a unique cooperation between IE Law School and IE Business School - applying the latest in management theory and research to the business of law. In addition, the inclusion of further international experts from Harvard Law School offers unparalleled access to leading edge thinking from around the world.

## **FACULTY**

### **BRIDGING BUSINESS AND RESEARCH**

IE has brought together a unique faculty –both leading academics in the area of leadership and leaders of some of the world’s most successful businesses.

## WHY IE LAW SCHOOL EXECUTIVE EDUCATION

IE Law School is an international community committed to the generation of legal knowledge in the corporate, economic and social context.

The School, with 40 years of experience in training lawyers, is an international reference in the area of business law and in the practice of global lawyering, due to our hands-on approach to legal problems as well as to our clinical method of active learning.

Our mission is to train lawyers capable of successfully confronting the challenges of the global economy and responsibly leading the transformation of law and the communities in which they practice their profession.

The Executive Education programs are designed for legal professionals wanting to expand their vision of the legal world and develop their business and management skills that are needed to respond to the new challenges facing the legal sector.

The training model promotes personal, intellectual and professional development and does so in a global framework to expand and deepen international perspectives among participants.

Without any doubt, top programs attract top students. Our programs' hallmark is the constant search for the perfect blend between the best theory and the most innovative teaching methods, as well as a constant exposure to cutting-edge legal practice, a varied and exciting clinical program, the possibility of engaging in high-level scholar research and a great exchange programs. Our goal is to train full-rounded and entrepreneurial lawyers.

### Recognition

### Admission process

The admissions process starts upon your submission of the online application, which you can find in our Website: <https://my.ie.edu/landing/LOGINEXECUTIVE.html?locale=en-US&program=PE-ENG-FINT>

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