

# Project Description

## FINOO

*More than a brand, we are a diverse team of creators working on a common mission.*



Finoo is the world's first study abroad digital wallet. By opening an account, international students are able to save money in multiple currencies and make all of their tuition payments. Say no to all unnecessary fees from banks and discover a simpler way to pay for your university abroad.

### Finoo Key Info:

- Location - Amsterdam, Netherlands
- Website: <https://finoo.io/>
- Twitter: <https://twitter.com/Finoopayments>
- Facebook: <https://www.facebook.com/Finoo.Inc>
- Instagram: <https://www.instagram.com/finoo.io/>
- LinkedIn: <https://www.linkedin.com/company/finoopayments/>

### Details:

Finoo intends to launch its minimum viable product ("MVP") in the coming months, first targeting prospective students located in Brazil who want to study abroad at universities in the United States.

Finoo will need to understand the local market, customers, and competitors to efficiently launch a go-to-market strategy in the U.S. - specifically targeting U.S. universities. Your role will be to assist Finoo in better understanding the market and have key deliverables ready for them to start expanding quickly.

You will help Finoo identify potential university partners across the U.S., help boost online engagement in the U.S. market, and recommend a marketing strategy to directly target key university stakeholders.



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**Skills Required:** Business Strategy, Technology, and marketing

**Key Questions to help with research:**

1. Who are the key competitors working with U.S. universities?
2. How does Finoo compare to its competitors (services available to student and university users)?
3. How does Finoo currently differentiate itself (on both the university and student side)? And how can it do so better?
4. What would make Finoo a more attractive option for universities?
5. How can Finoo increase university partnerships across the U.S. and create a more engaged university customer base?

**Deliverables:**

- **A presentation outlining key findings and recommendations**
- **Market Research**
  - Identify key university stakeholders and build a list of potential partners across the U.S.
    - Define the beneficiary, obstacles, and decision maker in their team.
  - Create a Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis
  - Define the U.S. Target Customers for Finoo
  - Research and analyze competitors (if possible, including pricing analysis)
  - Research and analyze competitors' customers
  - Identify any barriers to entry to the U.S. market
  - Competitor landscape marketing programs
- **Go-to-market strategy for the U.S.**
  - Develop sample university customer profiles in the U.S.

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- Recommend social media/other online channels to best reach the target audience (B2B)
- Recommend content that will help improve online engagement
- Define a marketing strategy to reach out to university partners directly
- **Brainstorm and suggest other areas related to marketing and product development that may be explored**

## **Team Preparation & Skills Bolstering Ahead of Arrival in Amsterdam:**

- Business Fundamentals: Marketing Strategy
- Business Development & B2B Sales for Startups
- Mastering your Industry: Competitors, Products, & Suppliers
- How To Build A Brand On Social Media!