2022 Taiwanese Economics Olympiad

Final – Business Case Presentations

Task Booklet

Date   Saturday, April 16, 2022 *(online)*

Instructions

- This booklet includes **ONE** task that requires your oral presentation.
- Your presentation can be supported by slides. **Oral and slide presentations must be in English.**
  - If your presentation is supported by slides, upload your file to the specified cloud folder.
- The entire task is 1 hour and 13 minutes long.
  - You will have 1 hour for preparation, 8 minutes for oral presentation, and 5 minutes for Q&As.
  - During your presentation, the bell rings once when 7 minutes have passed and twice when the presentation time is over. You must stop your presentation when you hear two rings. A Q&A session will follow.
- You are allowed to use your own personal computer. During preparation, you may use any online and offline materials, but it is **strictly prohibited** to turn to real persons for help *(e.g., calls, messaging, sending emails, asking questions online, etc.)*.
- Other circumstances are subject to both the Technical Guide and the discretion of the TEO Organization.

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BUSINESS CASE TASK

Neobanks in Taiwan

Neobanking (also known as internet-only banking) is a type of banking service operating exclusively online without traditional physical locations.

In Taiwan, approved by the Financial Supervisory Commission (金管會), the three initial entrants—LINE Bank, Next Bank (將來銀行), Rakuten Bank (樂天銀行)—have ignited a market revolution in banking since 2021. Nevertheless, the rise of neobanking might not mean traditional banking is losing competitiveness. Reputation and reliability are still the sturdy foundation of its operations.

Imagine yourself as a consultant. Choose <u>one</u> neobank in Taiwan, analyze its position on the market, and provide proposals, solutions, <u>or</u> strategies **based on its potential cross-industry advantages** for it to survive and thrive.

END OF TASK