

Square (Kellogg KEL-792)

Question 1: Describe the general characteristics of the mobile payment ecosystem. Who are the major players? Where do they stand? What do they want? What do they fear?

Question 2: What is the potential value added of Square? How about Square Wallet?

Question 3: Conduct a “five” forces analysis of Square. That is, discuss the substitutes, complements, rivals, entrants, buyers and suppliers.

Question 4: What drove adoption of Square?

Question 5: Describe Square’s relationship with Visa and Mastercard. Are they complementors or competitors?

Question 6: Is Paypal, Google or Square in a better position to make a virtual wallet successful?

Question 7: Which of the suggested alternatives for growth would you recommend, and why?