

Square (Kellogg KEL-792)

- 1) What is the value added of Square?
- 2) Who are the players in the mobile payment ecosystem? Where do they stand? What do they want? What do they fear?
- 3) Describe Square's relationship with Visa and Mastercard. Are they complementors or competitors?
- 4) Is the competitive advantage of Square sustainable?
- 5) What is the value added of a wallet? Is Paypal, Google or Square in a better position to make a virtual wallet successful?
- 6) Which of the suggested alternatives for growth would you recommend, and why?