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?