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

4) What is the competitive advantage of Square? Is this sustainable?

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

6) What is the value added of a wallet? Is Paypal, Google or Square in a better position to make a virtual wallet successful?

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