

Application Process

Applications are being accepted until March 31st, 2019.

We highly encourage applicants to submit applications as soon as possible since we will be assessing and interviewing on an ongoing basis until the cohort is full.

Eligibility Criteria and Required Application Materials

The online application form must be completed with a resume and transcript attached to your application

McGILL-ISRAEL STUDY TRIP

Entrepreneurship from the Lens of FinTech

Montreal / Jerusalem / Tel Aviv

3 – WEEK PROGRAM for course credit*

Comparing FinTech startups in Israel & North America: Finance and OB perspectives

A collaborative 3-week Canada & Israel study trip offered by:
Desautels Faculty of Management at McGill University &
Adelson School of Entrepreneurship at IDC Herzliya



FAQ

What are you responsible for?

- The program will cover the costs of: Return airfare, Tel Aviv, Israel to/from Montreal, Canada
- Ground transportation for cultural and touristic activities in Canada and Israel
- Accommodations throughout field course
- Most meals during the field course
- Travel Insurance

You will cover the costs of:

- Obtaining the proper documentation to travel & remain in Canada (e.g., passport, visas, etc.)
- Any sightseeing, trips, entertainment or activities not included in the itinerary that you choose to pursue.
- Some meals and snacks
- Tuition costs for the course (0.5 credits)
- A non-refundable deposit of CAD\$500 that must be submitted upon acceptance of offer

What happens if I am accepted?

- You must pay the CAD\$500 deposit to secure your spot in the program.
- Unsecured spots will be passed on to students on the waiting list.
- You will complete the necessary paperwork for participation.
- You will agree to participate fully in both the Canadian and Israeli activities during the course.
- You will collaborate with Israeli and Canadian students to learn about entrepreneurship and FinTech startups in Canada and Israel.
- You will complete a group project showcasing your learning during the experience.
- You may be asked to act as an ambassador and representative for the program in subsequent years (e.g., occasional guest speaker to student groups, post-trip feedback).

Overview

This course consists of a collaborative 3-week study trip between the Desautels Faculty of Management at McGill University and the Adelson School of Entrepreneurship at IDC Herzliya. The trip involves 1 week of content and site visits in Montreal, Canada, and 2 weeks of content and site visits in Israel. The course provides an introduction to entrepreneurship and startups through the lens of FinTech in North America and Israel. This course forms part of the curriculum for the McGill-Israel Entrepreneurship Program (funded by the Gerald Schwartz & Heather Reisman Foundation). Groups of Canadian and Israeli students will collaborate on projects applying course concepts to selected partnering startups.

Trip Details

The course is tentatively scheduled to begin on August 8, 2019 in Montreal Canada, and continue through August 29, 2019, concluding in Tel Aviv, Israel. Travel from Canada to Israel will take place on or around August 15, 2019. International round-trip air travel is provided to course participants. Flight times and dates to be finalized by May 1, 2019.

Academic content

The course consists of **THREE CORE PARTS**, each part presenting Finance and OB perspectives, each briefly described below:

PART 1

AN INTRODUCTION TO THE LIFE-CYCLE OF STARTUPS

The finance perspective. The introduction to the life-cycle of startups will discuss four key stages in the life of a startup: (i) the search for product-market fit, (ii) the search for go-to-market fit, (iii) the aggressive scaling phase, and (iv) the exit phase. In discussing this life-cycle, attention will be placed on the key challenges and hurdles that startups confront in each stage - including those that are less present for typical startups but critical in the FinTech sector (e.g., regulation).

The OB perspective. The introduction to the life-cycle of startups will discuss: the genesis and consequences of the nature of the startup's organizational culture; topics related to growing and staffing a startup; and consequential social dynamics taking place within founding teams and the staff within emerging startups.

The goal here is for students to build a solid foundation on startups and a framework for thinking about them.

PART 2

AN OUTLINE OF THE LANDSCAPE OF FINANCIAL SERVICES

The finance perspective. The second part of the course offers an overview of the landscape of financial services. Importantly, it discusses how important developments in technology and trends in demographics have created opportunities for startups to enter and innovate in this industry. A special emphasis will be placed on subsectors that are most actively being disrupted in FinTech: (i) robo-finance and payments, (ii) marketplaces and platforms, and (iii) cryptocurrency and blockchain.

The OB perspective. The second part of the course offers an overview of the role of cultural contexts on FinTech startups. The environment for entrepreneurial activity can vary widely from country to country. Startups seeking to enter foreign markets will encounter cross-cultural issues. Disruptive technologies and new competitors both meet active resistance from incumbents and skepticism from investors. Surmounting these challenges are challenges in themselves.

The goal here is for students to learn about the important role of external contexts in startup success.

PART 3

CASE STUDIES DRAWN FROM PROMINENT FINTECH COMPANIES

This part integrates the finance and OB perspectives using a common set of cases. Here, we will delve into select FinTech case studies illustrating concepts from the first two parts of the course. Each case is built from direct contacts between the FinTech startup(s) and the professors developing the course. The extent and depth of this coverage will depend on available time. However, the material will be drawn from the following cases:

- Robo-Finance and Payments: Wealthfront, Sarwa, Fundbox, and Square.
- Marketplaces and Platforms: Prosper and Lending Club, AngelList, CircleUp, iAngels, Student Loan Hero, and Robinhood.
- Cryptocurrency and Blockchain: Ripple, Coinbase, and KNOX.

