

In-Class Activity: Analyst's Canvas Drill

Digital Finance, BSc Course

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Day 6A companion (Analyst's Canvas) | 25 min | Solo then pairs

The three Canvas questions (verbatim, from the Day 5 framework sheet).

Q1. *Who pays whom, and why?*

Q2. *Who needs to show up for this to work?*

Q3. *What can break this?*

(The slide deck phrases Q2 slightly differently. This drill uses the framework-sheet wording, which is the canonical reference card.)

Your task. First 8 minutes solo on **Wise** (the cross-border payments firm). Then 12 minutes in pairs swap to **Coinbase** and re-apply. Three scaffolding sub-prompts per question to force specificity. Write tight bullets, not paragraphs.

Q1: Who pays whom, and why? (Wise)

- (a) Name the actual paying customer (not just “users”). Who transfers money to Wise?
- (b) Name the fee mechanism in one sentence (spread, fee, float, subscription, PFOF, listing).
- (c) Name the transaction cost being eliminated (search, verification, enforcement, FX spread).

Q2: Who needs to show up for this to work? (Wise)

- (a) Name every participant group whose absence collapses the model (both sides + gatekeepers).
- (b) Identify the cold-start problem. Which side has to be there FIRST?
- (c) Name the single participant whose removal shuts the business down tomorrow.

Q3: What can break this? (Wise)

- (a) Regulatory failure mode (one specific rule, one specific jurisdiction).
- (b) Competitive failure mode (one specific competitor, one specific mechanism).
- (c) Technical or behavioural failure mode (an outage, a fraud wave, a confidence break).

Switch to Coinbase, 12 minutes, pairs. Re-apply Q1/Q2/Q3 to Coinbase on the same scaffolding. Compare: what changed and what stayed the same?