PATH 06 / INTERMEDIATE / REVISION SHEET

Entrepreneurship & Fintech

Test a finance idea through customer need, incentives, regulation, ethics and sustainable execution.

The path in three lessons

01	**Start with the problem**	Understand recent behaviour before becoming attached to a solution.
02	**Design responsible incentives**	Ask what behaviour the revenue model rewards.
03	**Test and launch responsibly**	Integrate evidence, regulation, governance and resilience from the start.

Key language

Customer discovery	Learning about users, problems and current behaviour.
Value proposition	How a product creates value for a defined user.
Choice architecture	How options are organised and presented.
Business model	How an organisation creates, delivers and captures value.
Minimum viable product	The smallest product testing a meaningful assumption.
Operational resilience	Ability to prevent, respond to and recover from disruption.

RECALL / APPLY / DISCUSS

Questions worth keeping

Try answering these without notes. Then compare your reasoning with the prompts below.

01 What happened the last time the user faced this problem?

02 Does revenue depend on good customer outcomes or avoidable confusion?

03 What is the riskiest assumption and the smallest credible test?

Answer prompts

01	Recent behaviour is stronger evidence than hypothetical praise.
02	The business model is part of the ethical product design.
03	Test evidence early and treat trust requirements as infrastructure.

Continue online

Open the interactive lessons, definitions and knowledge checks at soaseifs.com/education/entrepreneurship-fintech

Use this sheet as a starting point for study. Structures, standards and interpretations can vary across institutions and jurisdictions.