



## Project Studies at Ntsal Germany Cs GmbH

supervised by Professorship for Corporate Governance & Capital Markets Law

### Hyper personalization for Digital Banks

2-5 Students (m/f/d) – Bachelor or Master – in German or English

#### Ntsal – Company Background

Ntsal®, a multinational consultancy, design & software studio on steroids. We offer the perfect mix between strategy, design, & technology. At our Strategy Consultancy Chamber we are building on more than a decade of experience in developing corporate and growth strategies and helping large and midsize corporates to create alternative revenue streams. One of our topics is data monetization, where we implemented several use cases in various industries. Our global footprint of experience spans over 25 countries on 4 continents.

#### Topic

Ntsal is working together with several financial service institutions in creating alternative revenue streams. A key commercial driver is leveraging data and insights to drive hyper personalization. In theory, Financial Service Institutions can observe a variety of demographic and behavioral data points of their customers, in some cases even many more than technology companies whose valuation is solely based on the value of data. However, little has been achieved yet in creating banking use cases which are compliant with the regulatory framework and at the same time profitable. The project study shall explore relevant data driven use cases for financial service institutions, likely in the direction of hyper personalization in the light of technology, governance and compliance requirements.

#### Details and Requirements

Students (preferable Master) shall work independently and have a quantitative and entrepreneurial mindset and understand key business models of data driven technology companies (like META). You will together with your team independently research required information, and conceptualize different sets of solutions. A partner and a principal will provide direct guidance next to the exchange with several team members. The work can be done remotely, whereas few meetings might be held in the companies headquarters in Bonn.

**Language:** Fluent German will be required. The final presentation can be done in German or English.

**Start date:** March/April (at the students' discretion); 3-4 months full time.

**Examiner:** Prof. Dr. jur. Philipp Maume

**Persons in support:** Martin Janzen (Ntsal); Prof. Dr. jur. Philipp Maume

#### Your Benefits

Ntsal is offering **payment as a “mini-jobber”** during your project studies. Afterwards, there is the prospect of future employment opportunities (e.g. internships or full-time employment).

#### Application

If you are interested or have any questions, please contact Ntsal at [consultancy@ntsal.com](mailto:consultancy@ntsal.com) as a group or individually with a CV and a current Transcript of Records.