



INNOVATION DESTINATION

VISIFI CUSTOMER CONFERENCE 2023

How to Attract Gen Z and millennial members

Gautam Ajarapu

JUNE 21, 2023

Agenda

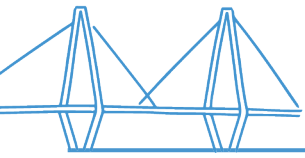
1. Three insights about Gen Z and millennials
2. Three fintech case studies
3. Three tips you can use today





Gautam Ajarapu

Gautam is the founder/CEO of a fintech startup backed by some of the most prominent investors in the country. Over the past decade, Gautam and his co-founders have built and launched products for over 1 million Gen Z and millennial users around the world. Before that, Gautam worked for several years at Stripe, a high-growth fintech company, and Google.



I've built products for 1M+ Gen Z users



Altro

Credit building
debit card
100k+ users



The Codex

Coding academy
950k students
70k subscribers



ThinkTwice

Budgeting tool
10k users in <24 hours
100+ countries

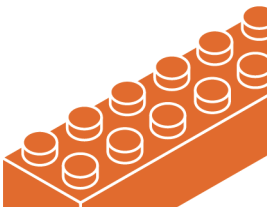


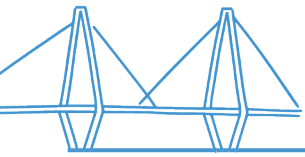


Three Insights

Part 1: Three insights
about Gen Z and
millennials

Behavioral Science:
Social norms





Gen Z and millennials are different



For Gen Z, TikTok is the new search engine

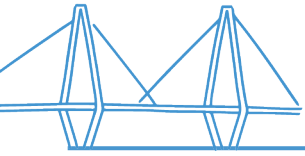


Eager to learn more about money



Less loyal than their parents





Insight #1: For Gen Z, TikTok Is the New Search Engine



TC

Google exec suggests Instagram and TikTok are eating into Google's core products, Search and Maps

Sarah Perez @sarahintampa / 4:57 PM CDT • July 12, 2022

Comment



Image Credits: Lyu Liang/VCG / Getty Images

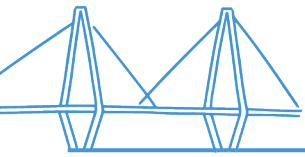


TIKTOK

"I Don't Google Anymore. I TikTok."

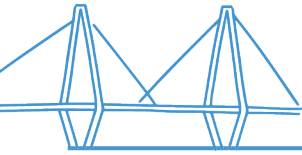
"That's not to say that everything a random person on TikTok without credentials is saying is a lie, but you just have to know the difference between knowing that this is true, and thinking, *Oh, I should look that up.*"



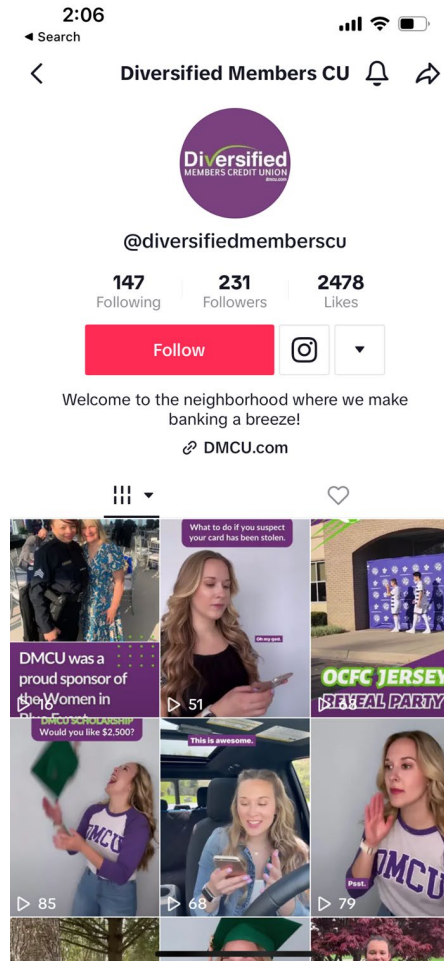


Does your credit union have a TikTok strategy?





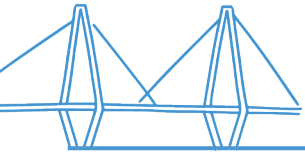
Three Insights



505M AUM, 90 Employees

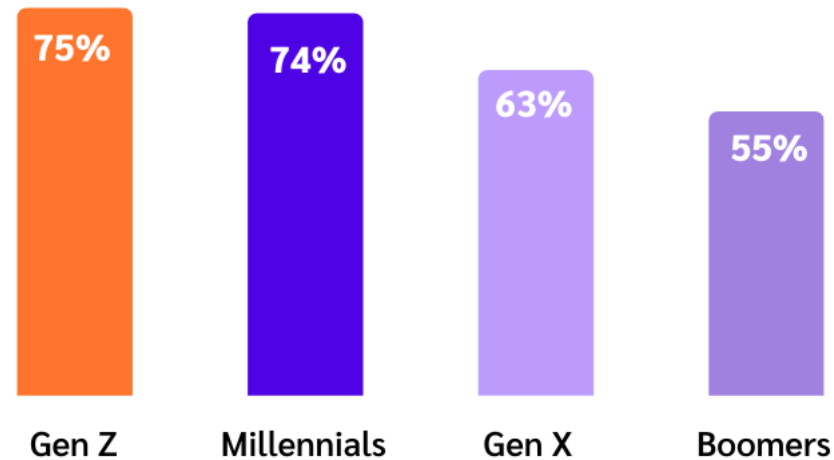
What I like: Outstanding branding





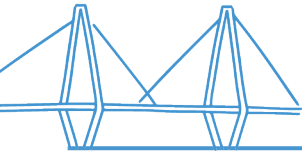
Insight #2: Gen Z is eager to learn more about money

Digital channels are the most important source of financial information



Source: MoneyLion





The rise of "Finfluencers"



Graham Stephan ✓

@GrahamStephan 4.33M subscribers 926 videos

As a 30 year old real estate agent and investor who started working in real ... >

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Our members

Thank you, channel members!



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How I bought a Tesla for \$78 Per Month

8.5M views · 4 years ago



Meet the \$250,000,000 man

5.3M views · 4 years ago



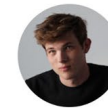
How To Buy Your First Rental Property (Step by Step)

4.6M views · 4 years ago



Unboxing The \$10,000,000 Dollar Invite-On

3.6M views · 4 years ago



Nate O'Brien ✓

@NateOBrien 1.31M subscribers 197 videos

Helping you grow your income so that you can live a financially successful ... >

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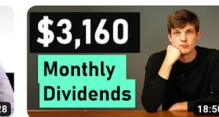
My Favorite Purchases Under \$100

33K views · 2 weeks ago



Stock Market For Beginners 2023 | How To Invest (Step by Step...)

54K views · 2 months ago



9 Dividend Stocks That Pay Me \$3,100 Per Month

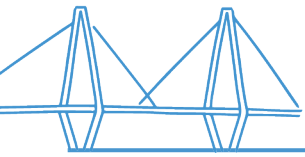
349K views · 2 months ago



25 Uncommon Business Ideas for the 2023 Recession

160K views · 3 months ago





The rise of "Finfluencers"

2:35

erikankullberg

141 Posts 4.6M Followers 92 Following

Erika Kullberg
Corporate Lawyer
Lawyer Finance
host of the #1 @erikataughtme podcast
20 million followers on social PR@erikakullberg.com
Free stuff

erikakullberg.com/links

Followed by financewithsharan, everydayfinancegal and 2 others

Following Message

3D Money Invest & Le...
Media
Hacks
PLUG & LAW My company

My Podcast
EVERY

Did you hear how you become a millionaire, tax free?
A job offer (the starting salary is \$95k)
Watch this BEFORE Friday, April 28

2:31

faares

@faaresq

181 Following 2.4M Followers 40.3M Likes

Message

Teaching what school never did! My YouTube is better! A bonus from me!

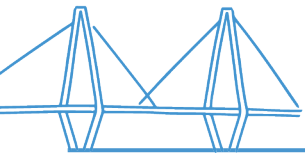
Beacons.ai/faaresq

Subscribe to my YouTube

53.9k DO NOT Be careful what you say at the dealership 1.7M

Yep they're right here 2% almond, plant... The best industry to start working \$5

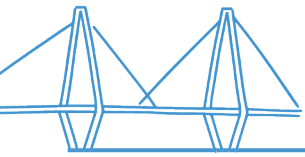




Insight #3: Loyalty is decreasing with each generation

67% of Gen Z uses more than one financial institution





Let's Recap



For Gen Z, TikTok is the new search engine



Eager to learn more about money.



Less loyal than their parents

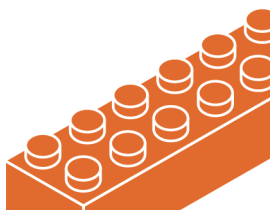


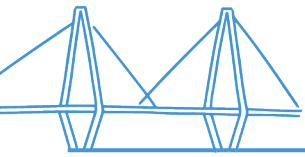


Three Fintechs

Part 2: Three fintech
case studies

Behavioral Science:
Herding





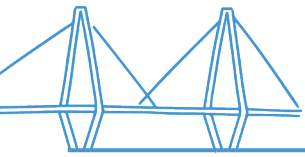
Let's take a look at some fintechs

current

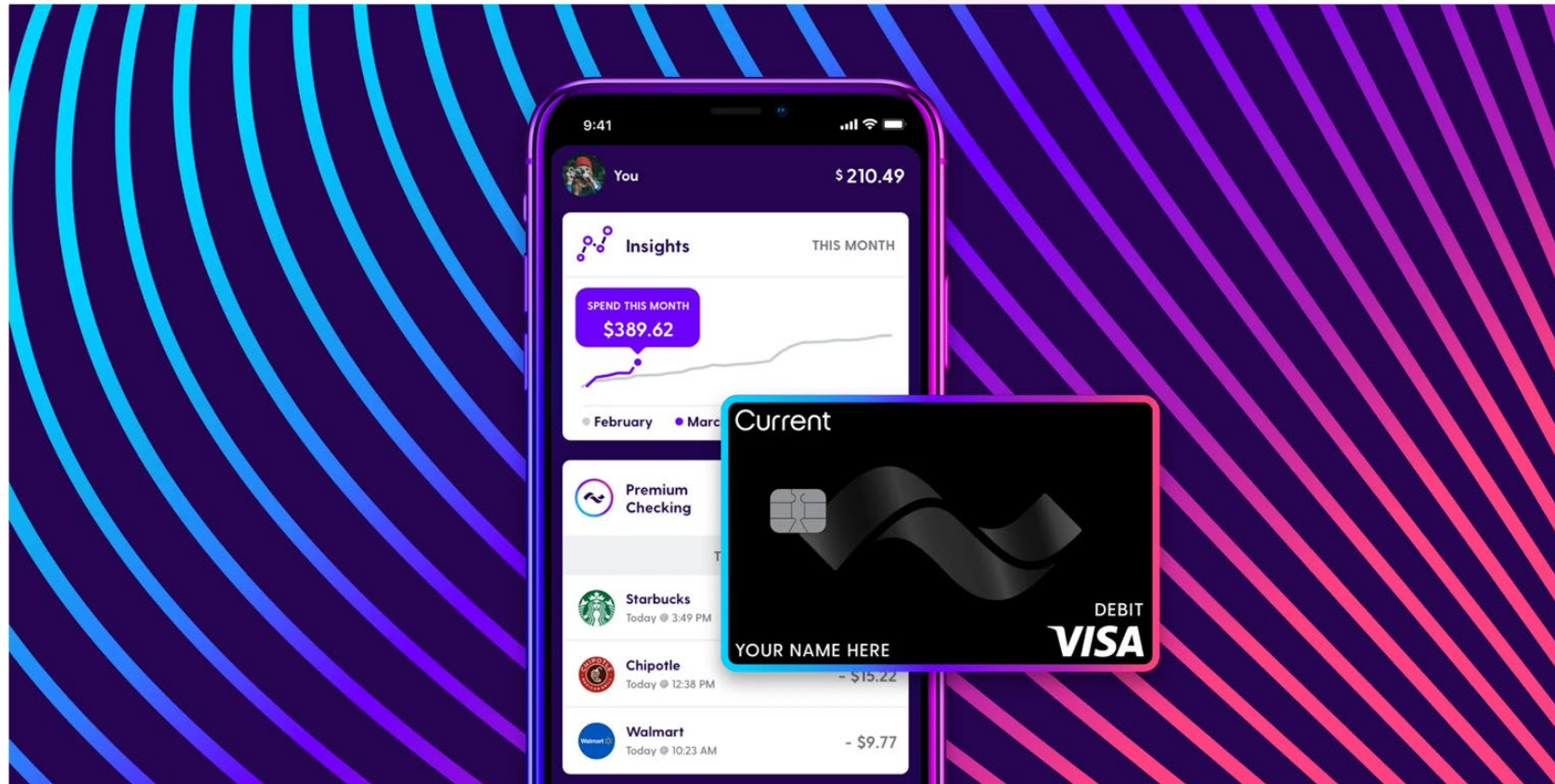
Robinhood 

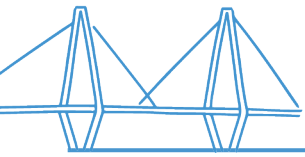
chime[®]





Case Study: Current





Currently partnered with Mr. Beast on Youtube



- No.1 trending video on YouTube in less than 24 hours
- 2.4 million likes, and 120,000 comments.
- Boosted Current's product usage by 700%

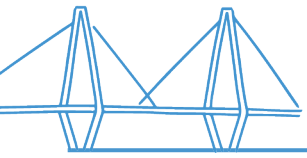


MrBeast ✓

@MrBeast 154M subscribers 737 videos

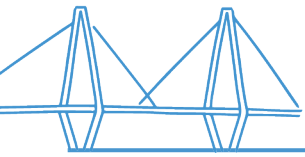
SUBSCRIBE FOR A COOKIE! >





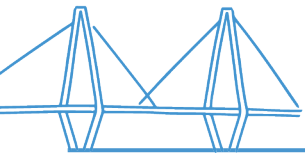
As a credit union with limited budget,
how do I compete?





User-generated content (UGC)
humanizes your brand on social media





Three Fintechs



Congrats, you pre-qualified!

Select 'Get rate' to choose a loan and finish your application with the lender.

Many or all of the products featured here are from our partners who compensate us. This may influence which products we write about and where and how the product appears on a page. However, this does not influence our evaluations. Our opinions are our own. Here is a list of our partners and here's how we make money.

Filter: MO. PAYMENT LOAN TERM LOAN AMOUNT ALL FILTERS Sort: Relevance

Displaying 52 results

LENDER

Personal Loans
Lowest APR at \$30,000
★5.0/5 NerdWallet Rating

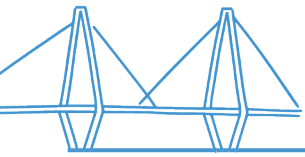
Loan amount	Loan term	APR	Est. mo. payment
\$30,000	3 years	5.99%	\$912.52

GET RATE

0	Loan term	APR	Est. mo. payment
	5 years	5.99%	\$579.84

*Simulated Screen
NerdWallet Compare, Inc. dba
TheRateChopper. NMLS 1617539
<https://nmlsconsumeraccess.org/CA>
Fin. Lender loans per DFPI Fin. Lenders
Lic 60DBO-74812





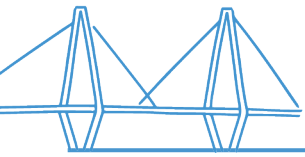
How to implement UGC?

More
variations
the better

Ads &
organic
content

Rinse &
repeat





Current doubled down on UGC

The screenshot shows the Current website's landing page for becoming a creator. At the top, there are navigation links for 'Spend', 'Save', and 'Invest' on the left, the 'current' logo in the center, and 'About', 'Help', and a 'Get started' button on the right. The main content area features a large heading 'Become a #CurrentCreator' over a background of influencers. Below the heading is a paragraph: 'Being a #CurrentCreator means doing brand deals differently and joining the thousands of innovative influencers working with us to make content that they and their fans love.' At the bottom of this section are two buttons: 'Apply' and 'Learn More'.

Spend Save Invest

current

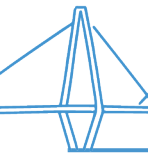
About Help Get started

Become a #CurrentCreator

Being a #CurrentCreator means doing brand deals differently and joining the thousands of innovative influencers working with us to make content that they and their fans love.

Apply Learn More





Explore Top Ads on TikTok

See high-performing auction ads on TikTok. Let successful cases inspire your creativity. ⓘ

Search by brand or product keywords

Search

Trendy searches

50% off

free shipping

tiktokmademebuyit

gift

amazonfinds



United States x



Industry



Objective



Likes



Duration



Last 7 days



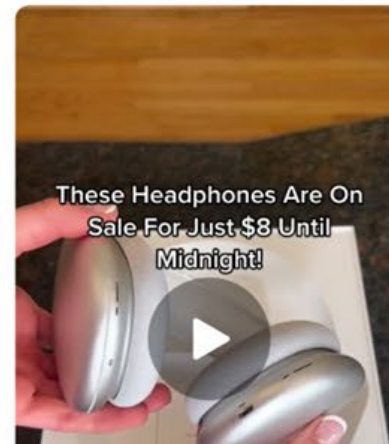
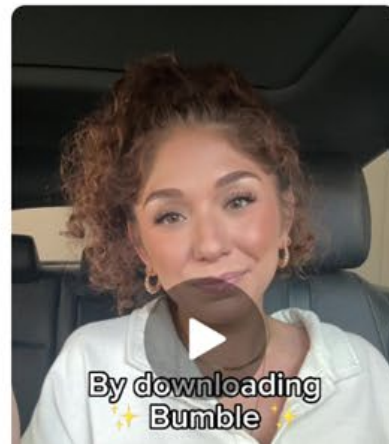
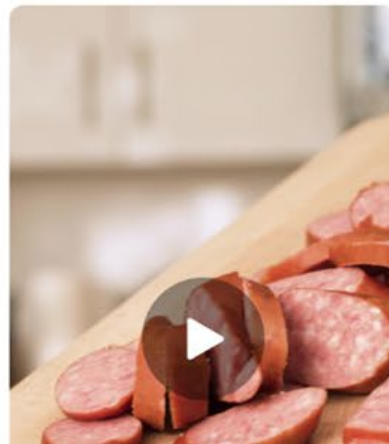
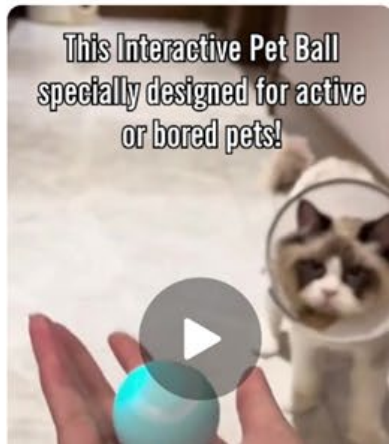
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CTR ↓

2s Views Rate ↓

6s Views Rate ↓





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About

Launched May 2023

Active

Started running on May 19, 2023

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Categories

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WWW.CHIME.COM

Chime Credit Builder Visa® Credit Card
Must open a Chime online checking account to apply

Apply now

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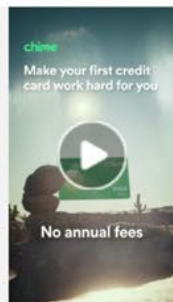
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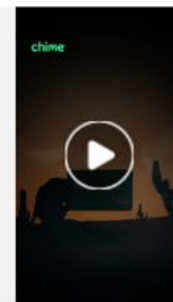
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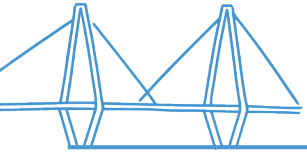


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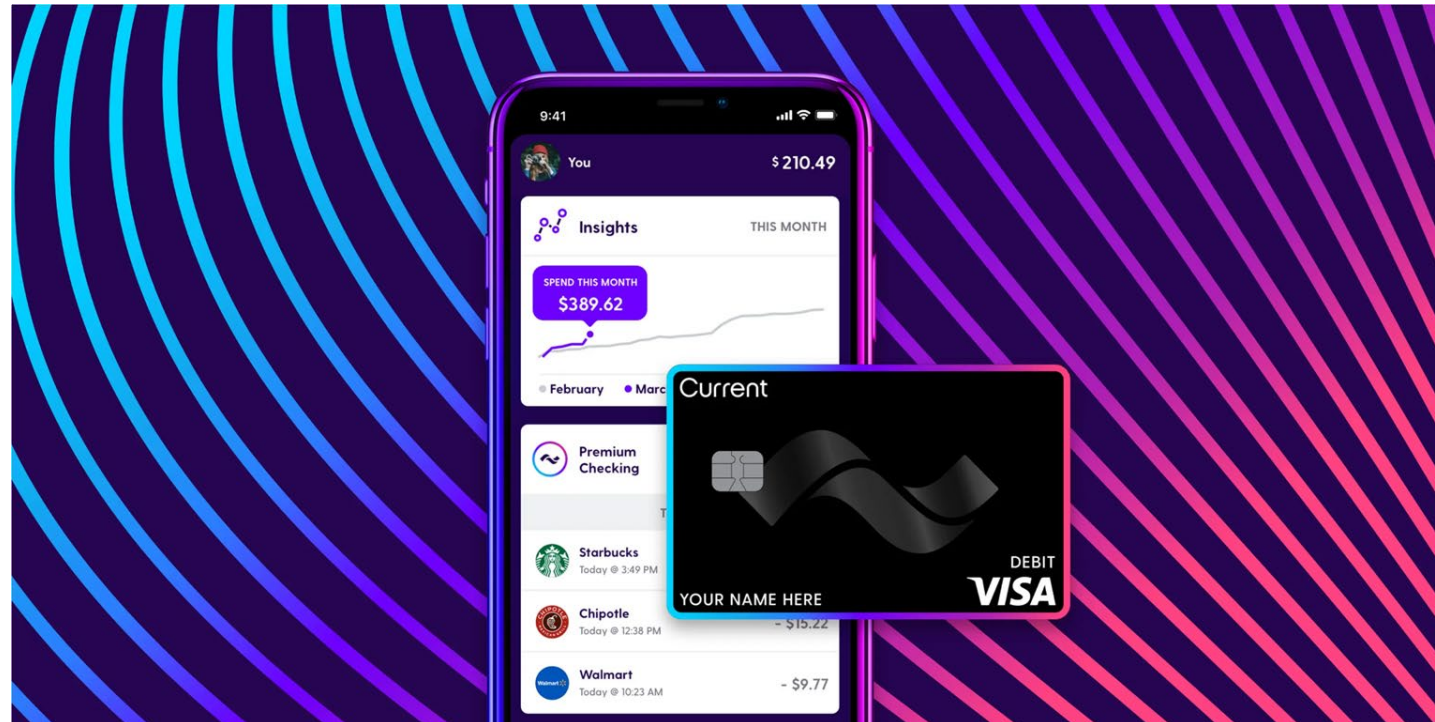
Chime Credit Builder Visa® Credit Card
Must open a Chime online checking account to apply

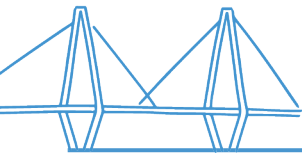
Apply Now



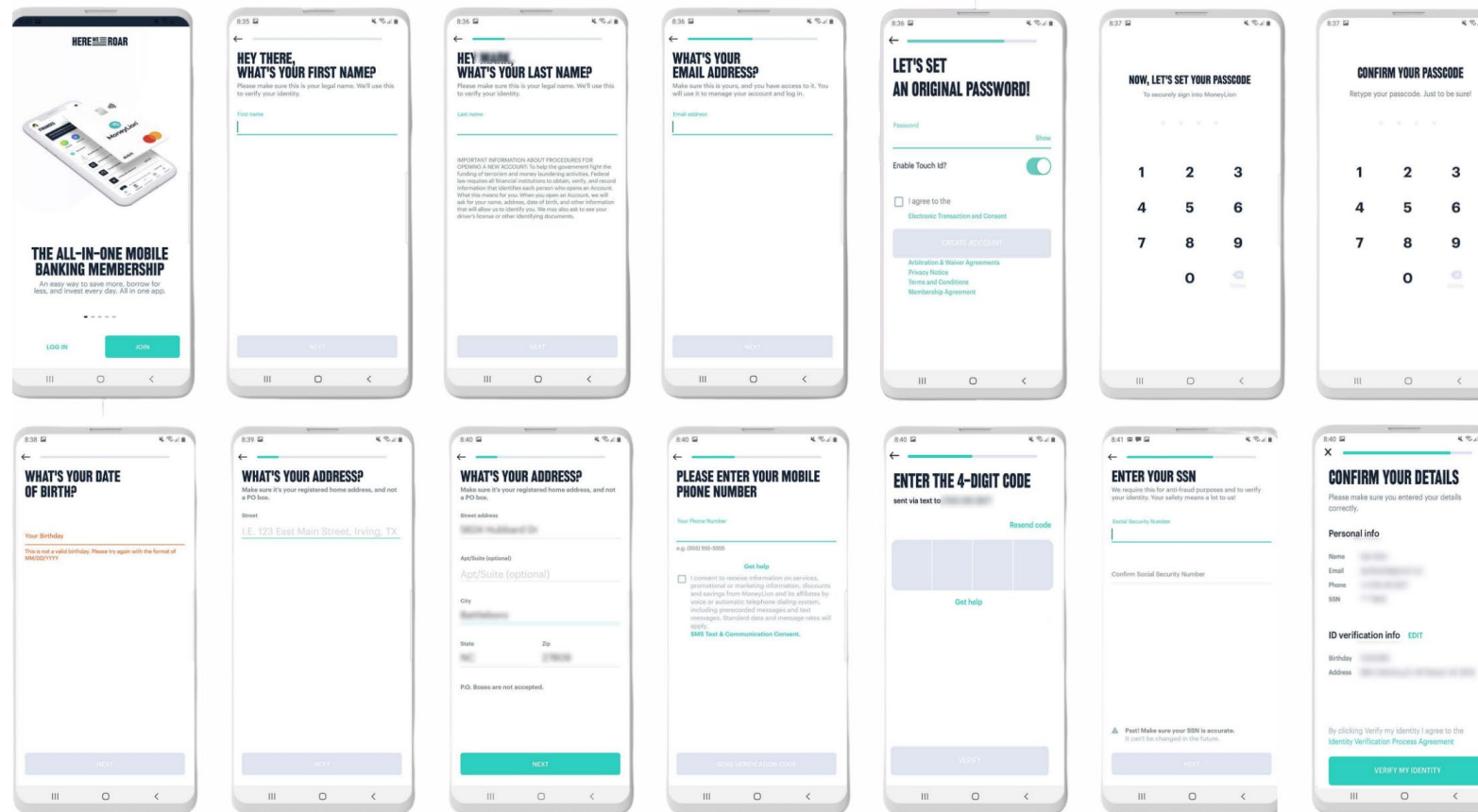


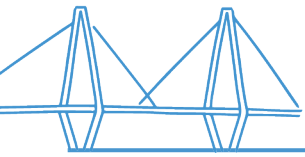
Recap: Influencers & UGC





Capabilities matter





The best referral campaign to ever exist

Robinhood 



Three Fintechs



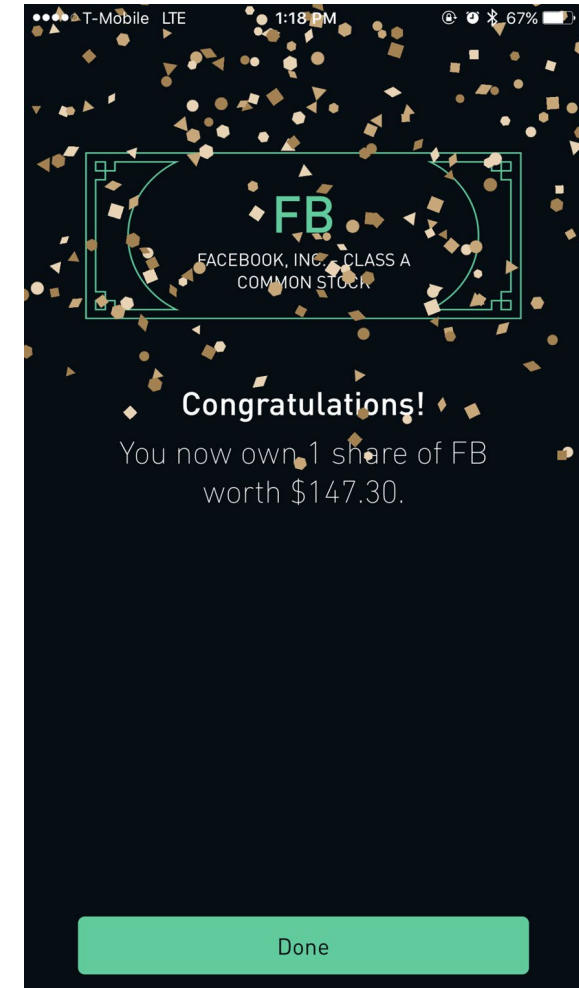
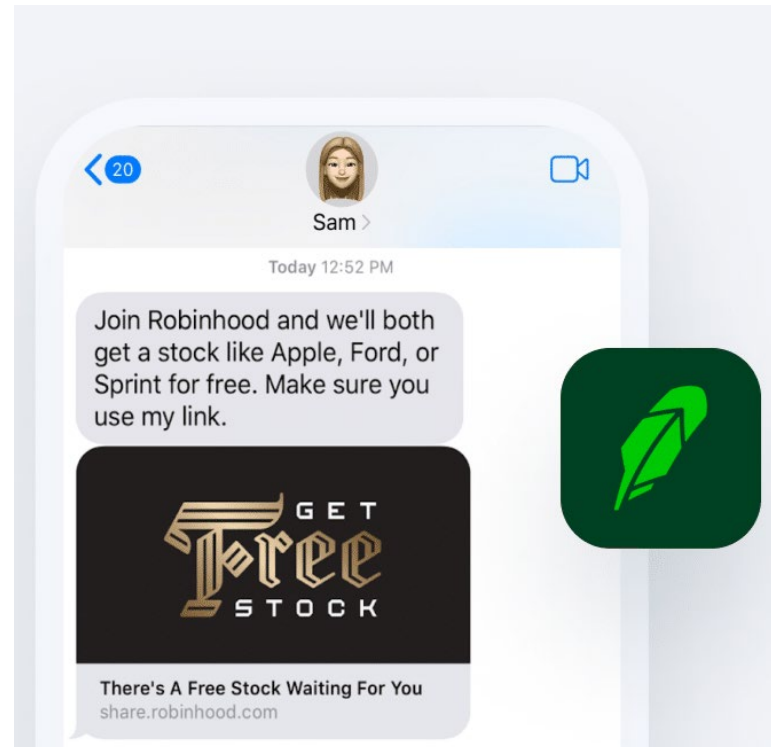
Invite a friend. Get a free stock.

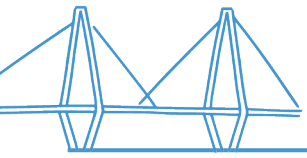
Invite friends to Robinhood. Once they sign up and link their bank account, you'll both get a free stock.

- ◆ **100% chance to get a free stock**
Each time a friend signs up and links their bank account, a new stock appears in your account (up to \$500). Certain limitations apply. [Learn more](#)
- ◆ **Unlimited invites**
Invite as many friends as you want and receive up to \$500 in free stocks.

Invite contacts

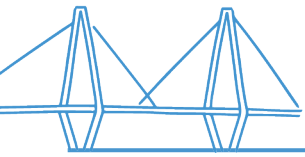
Share link





Who has a referral program today?





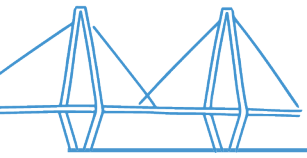
Fintech Recap

current

Robinhood 

chime[®]





Three Tips to take home

Audit
everyone

Hire
someone
native

Iterate
instead of
wait





Thank you

Drop me a line if you want to learn more about attracting younger members to your CU!

Gautam Ajarapu

gautam@withglide.com