



INNOVATION DESTINATION

VISIFI CUSTOMER CONFERENCE 2023

How the Unicorns & Dragons
Do It- How Does That Make
You Feel?

Jami Jennings

JUNE 21, 2023



Jami Jennings

Jami is the VP, Product Strategy Marketing and believes in the credit union mission and has been a visionary and advocate for over 20 years. She began as an advisor for Wells Fargo Financial and later joined VisiFI where she worked with CUs and cross-functional teams to create and develop technology solutions to help credit unions succeed. She has led and motivated many teams to design and develop their award-winning Digital Banking application. She is a keynote speaker and a regular contributor to CU industry publications and leads a monthly podcast (VisiFI T.I.P.P.S) where she speaks to CU leaders, researchers and fintechs about what is impacting credit unions today and how we can learn together.



Digital Innovation with Purpose

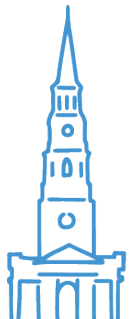
Member-Centric Frictionless Experience



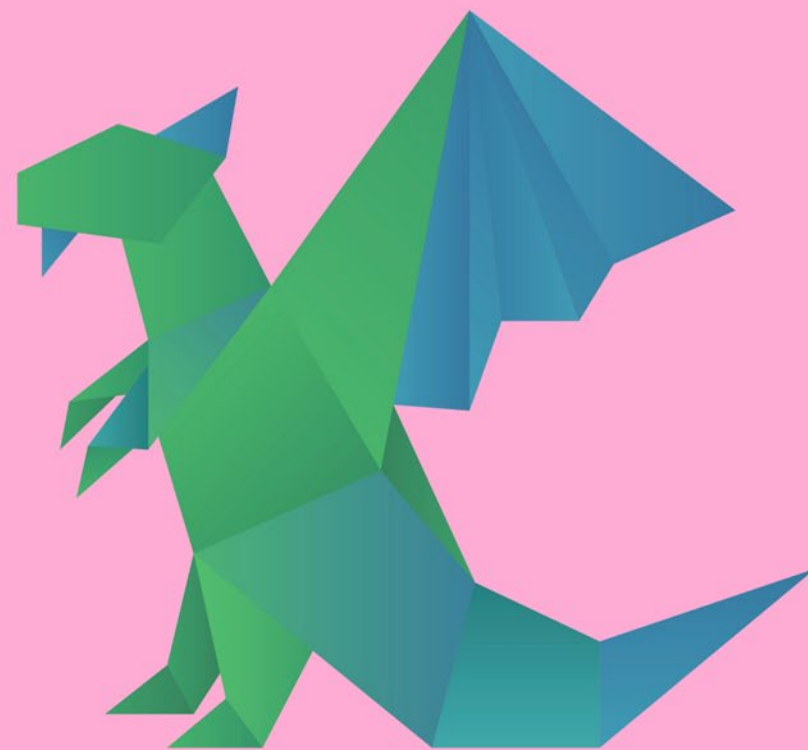
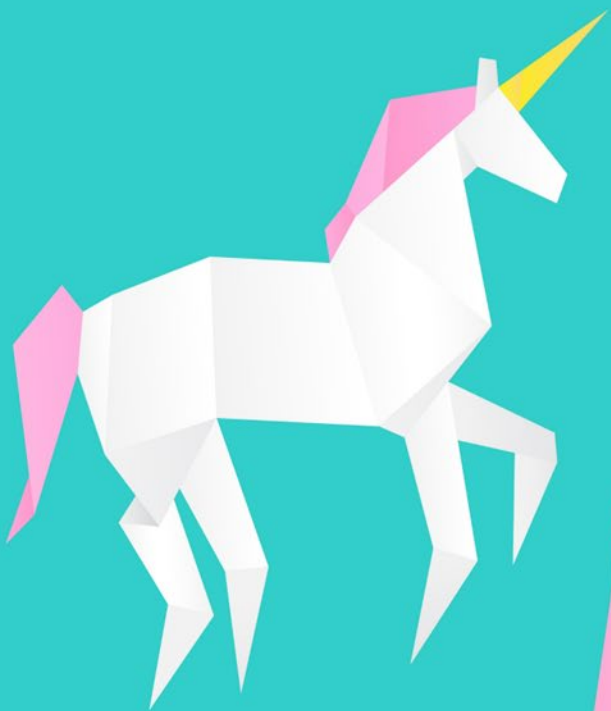


9 out of 10 Americans Use at Least 1 Fintech App for Banking

- Blends finance and technology
- App or software that allows people to digitally access and make financial transactions or gain financial insights



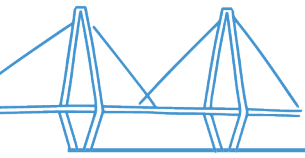
+ UNICORN



& DRAGON !!

**Introducing
the Centaur**





Qualification for
Unicorn, Dragons &
Centaur

Venture-
Backed

A Private
Company

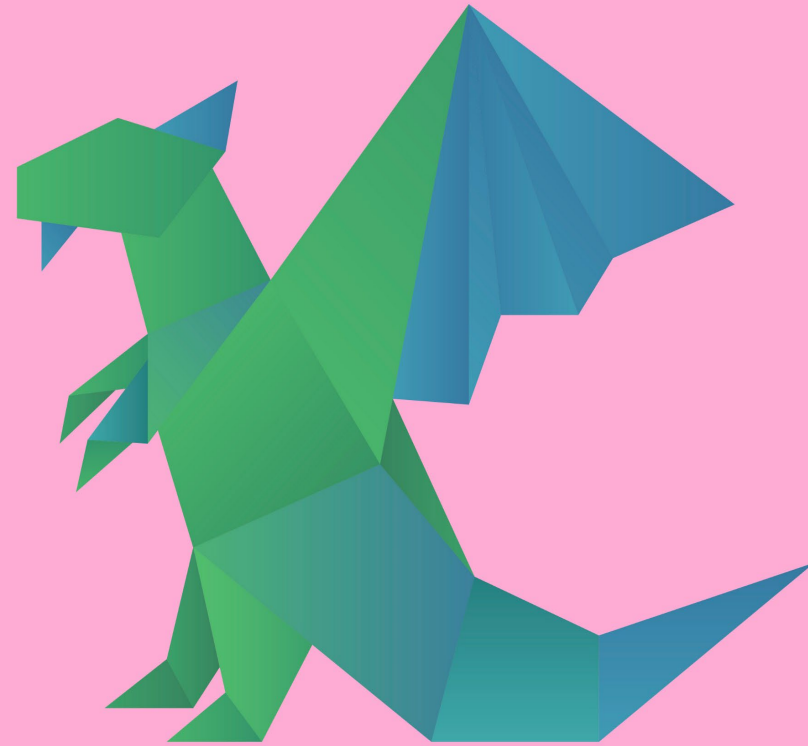
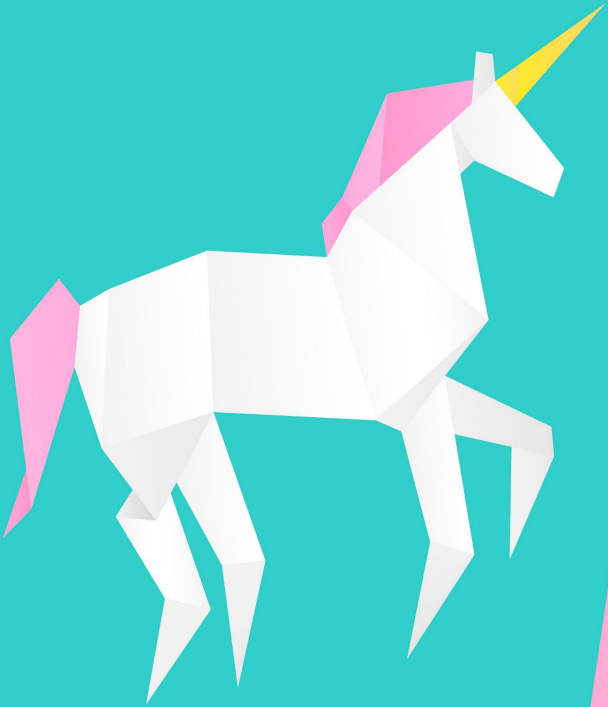
A Technology
Company

Worth a
Billion Dollars



\$1B

UNICORN



DRAGON !!

\$12B

Introducing
the Centaur

\$100M

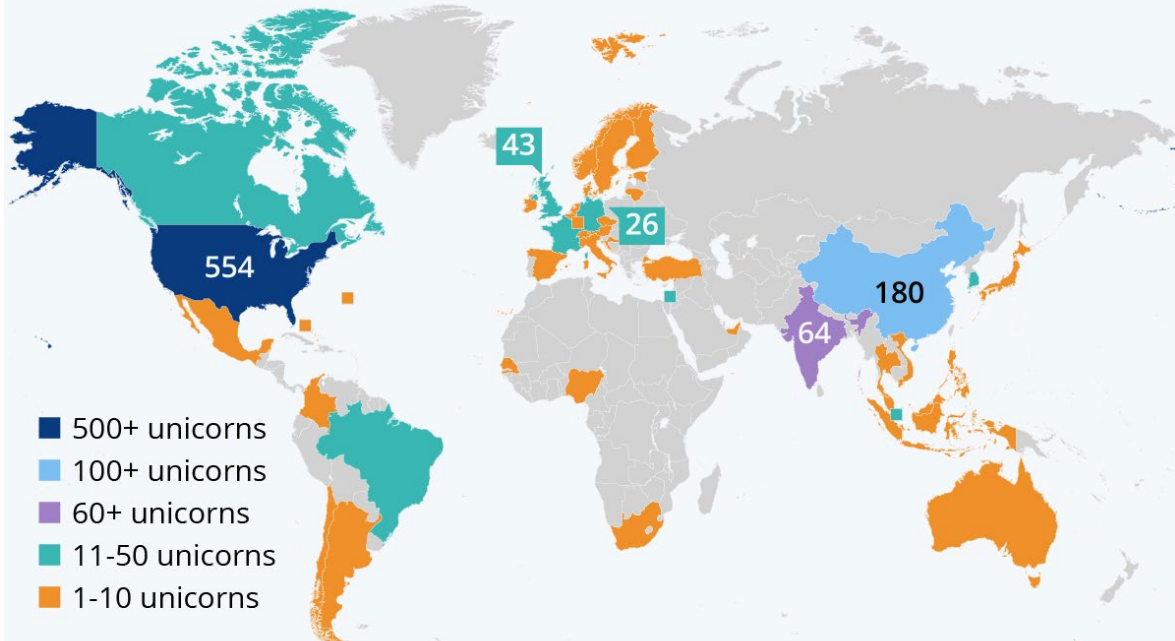
ARR



Global Unicorn Herd Now Counts 1,000+ Companies



Number of privately held, up-and-coming companies with a valuation of \$1 billion or more, per country



- 500+ unicorns
- 100+ unicorns
- 60+ unicorns
- 11-50 unicorns
- 1-10 unicorns

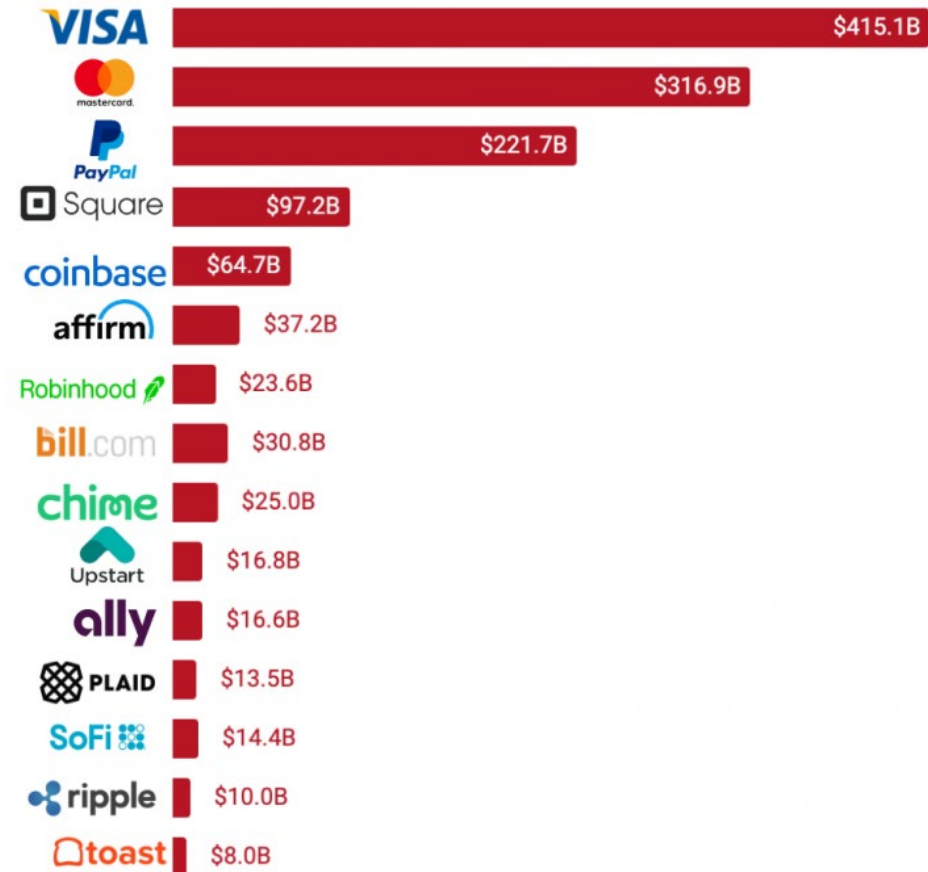
As of March 30, 2022
Source: CB Insights

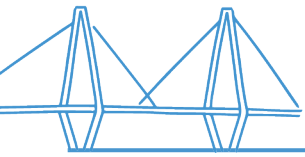


Market Valuation of Fintech Unicorns in the USA



Market Valuation in \$ Billion





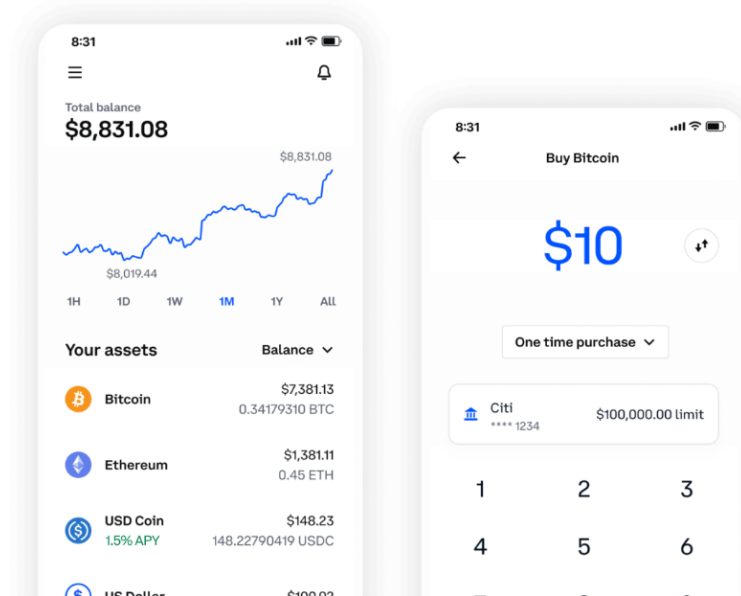
2 Dragons and 7 Unicorns in 2022

- Coinbase- 65,247,890,000
- Ripple- 10,000,000,000
- Kraken- 4,000,000,000
- FalconX- 3,750,000,000
- Blockfi- 3,000,000,000
- Fireblocks- 2,200,000,000
- Ramp- 1,600,000,000
- TaxBit- 1,330,000,000
- MobileCoin- 1,000,000,000

coinbase

Explore Learn Individuals Businesses Developers Company

Sign in [Sign up](#)



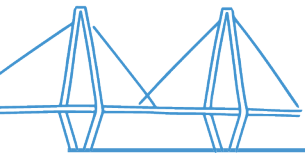
The future of money is here

Over 108 million people and businesses trust us to buy, sell, and manage crypto.

satoshi@nakamoto.com

[Sign up](#)



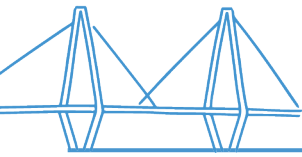


5 Dragons and 12 Unicorns in 2022

- Visa- 416,754,800,000
- Mastercard- 318,515,600,000
- Paypal- 220,640,100,000
- Square- 97,827,340,000
- [Bill.com](#)- 30,766,110,000
- Flywire- 4,347,421,000
- Marqeta- 4,300,000,000
- Circle- 3,000,000,000
- ReCharge- 2,100,000,000
- AvidXchange- 2,000,000,000
- SpotOn- 1,880,000,000
- Extend- 1,600,000,000
- Kabbage- 1,200,000,000
- Ibotta- 1,000,000,000
- Chipper Cash- 1,000,000,000
- SumUp- 1,000,000,000
- Sightline Payments- 1,000,000,000

The screenshot shows the BILL website homepage. At the top left is the BILL logo. To its right is a navigation menu with links for Product, Solutions, Pricing, Partners, Resources, and Company, each with a dropdown arrow. Further right are links for Support and Login, and a prominent orange SIGN UP button. Below the navigation is a main heading: "Join the growing number of businesses that put their trust in BILL". Underneath this heading are four key statistics, each with an icon and a brief description: 1. An orange building icon above "80%+" with the text "of the top 100 US accounting firms trust BILL". 2. A blue building icon above "400,000" with the text "businesses use BILL to help automate their financial operations". 3. A green globe icon with a dollar sign above "\$225 billion+" with the text "in payments processed annually". 4. A gold trophy icon above "G2 Award" with the text "leader in AP automation". On the far right edge of the screenshot is a blue chat bubble icon.





Other Unicorn & Dragons in USA in 2022

Blockchain

- BlockDaemon- 1,255,000,000
- Chainalysis- 4,200,000,000
- Forte Labs- 1,000,000,000
- Paxos- 2,400,000,000

Infrastructure

- Datamin- 4,100,000,000
- Deel- 1,250,000,000
- Divvy-2,500,000,000
- Feedzai-1,300,000,000
- Gusto-3,800,000,000
- HighRadius-3,100,000,000
- Ivalua- 1,000,000,000
- Signifyd- 1,340,000,000
- Tradeshift- 2,700,000,000
- Tresata- 1,000,000,000
- True Accord- 6,000,000,000
- Unqork -2,000,000,000

Challenger Bank

- Amount- 1,000,000,000
- Blend- 3,300,000,000
- Current- 2,200,000,000
- Dave- 1,000,000,000
- Enova- 1,329,589,225
- LX- 1,900,000,000
- Mercury- 1,600,000,000
- Pipe- 2,000,000,000
- Socure- 1,300,000,000
- Upgrade- 3,000,000,000
- Varo Mone- 1,000,000,000

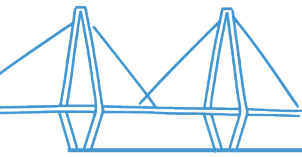
Insurtech

- Cedar- 3,200,000,000
- Clearcover- 1,000,000,000
- Collective Health-1,500,000,000
- Ethos Technologies- 2,000,000,000
- Hippo Insurance-5,000,000,000
- Lemonade-3,253,930,000
- Next Insurance-4,000,000,000
- Orchard- 1,000,000,000
- Oscar-2,057,445,000
- Root Insurance- 1,030,200,000
- Sidecar Health1,- 000,000,000

Wealthtech

- Acorns-2,200,000,000
- Addepar-2,170,000,000
- Better.com- 4,000,000,000
- Carta- 6,900,000,000
- Clearbanc- 2,000,000,000
- Drivewealth- 2,850,000,000
- Enfusion-1,500,000,000
- Figure Technologies- 3,200,000,000
- Greenlight- 2,300,000,000
- Guideline-1,150,000,000
- iCapital Network- 4,000,000,000
- M1 Finance- 1,400,000,000
- Pacaso- 1,000,000,000
- Public- 1,200,000,000
- Qualia- 1,000,000,000
- Stash- 1,400,000,000
- Symphony- 1,400,000,000
- Trumid- 1,000,000,000
- Wise- 1,000,000,000
- WeBull- 1,000,000,000





TECH-SAVVY

Unicorns leverage digital tools for automation, cloud computing and analytics.

DISRUPTIVE

Unicorns bring innovative and affordable solutions to the market.

CONSUMER-FOCUSED

Unicorns offer products that solve user problems.

EFFICIENT

Unicorns build minimum viable products to be repeatedly tested and adjusted.

GROWTH-DRIVEN

Unicorns have a vision for growth and a plan to scale the company.



10 Great Qualities of a Unicorn Innovator

1. Predictive

Gathers & deciphers data into solvable questions.

2. Future-minded

Scans for emerging trends & creates contingencies to capitalise on them.

3. Insightful

Observes behavioural interactions & unravels the underlying thinking to create insights.

4. Constructive

Creates functional solutions & ideas that are constructible & progressive.

5. Inventive

Taps into the imagination to stretch what is possible while maintaining function and appeal.

6. Counterintuitive

Thinks laterally to create high quantity and high quality ideas.

7. Experimental

Validates which problems are worth solving, which ideas are most effective and whether there's a market appetite.

8. User friendly

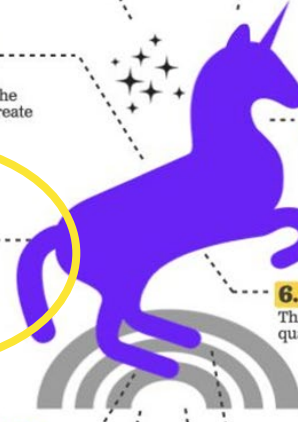
Tests usability & functionality, and designs solutions to create seamless experiences.

9. Industrious

Plans and prioritises activities, calculates ROI, systemises and delegates.

10. Storyteller

Unearths what's remarkable about a product and crafts a story that creates interest & desire to use the product.



Source: [Embroker.com/Blog](https://embroker.com/blog)

Source: [Ideaswithlegs.com/Blog](https://ideaswithlegs.com/blog)



From
side hustle
to main
hustle to
Millionaire

13 lessons
your path
a pass

Ryan S

**CHATGPT
SIDE HUSTLE**

MILLIONAIRE

A List of Highly Profitable AI Side Hustle Ideas You
Can Easily Do at Home Using ChatGPT



DAMIAN ROBINSON

TERRI FUENTES

**REMOTE
SIDE
HUSTLES**

with over 40 Companies
with Real Side Hustles
To Do From Home

Consumer-Focused
What's a Side-Hustle?



SIDE HUSTLE

A modern definition

"A side hustle is a way to make some extra cash that allows you flexibility to pursue what you're most interested in.

It can also be your true passion – a chance to delve into fashion, travel or whatever it is you care about the most without quitting your day job."



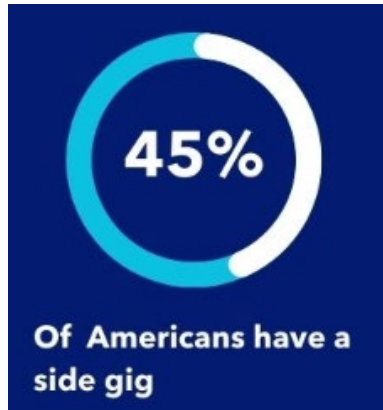
hus•tle

/ˈhəsəl/ verb

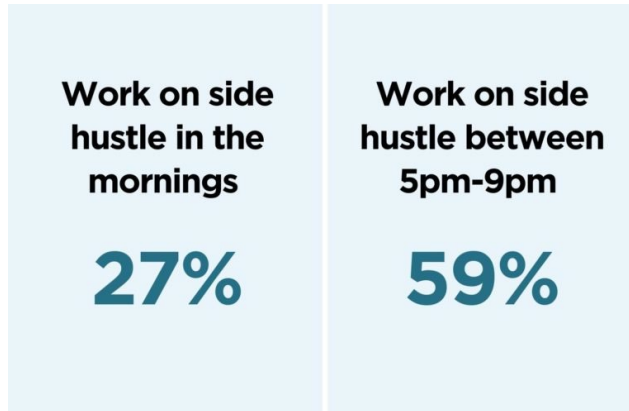
1. To seek out and acquire mad sums of extra money.
2. To maintain a continual and unconventional source of income.
3. To keep your mind on your money and your money on your mind through persistent effort. (ex. Stacy hustles hard to afford that sweet BST lifestyle.)



2023 Side Hustle Stats



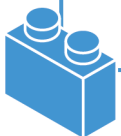
70% Gen Z & 50% Millennials have a side hustle

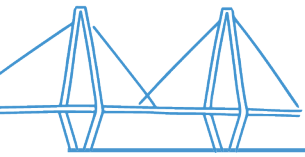


Ave. 12 hrs/wk make \$1,122/mo



83% Americans expected in 2027





Examples of Side Hustle

GRUBHUB





AT&T 10:53 AM 86% 5G

Earnings

Cash out now with Fast Pay

Current week
\$0.00

September
Sep 24 - Sep 30 \$4.00

June
Jun 4 - Jun 10 \$1.00

May
May 28 - Jun 3 \$15.31

April
Apr 16 - Apr 22 \$0.00

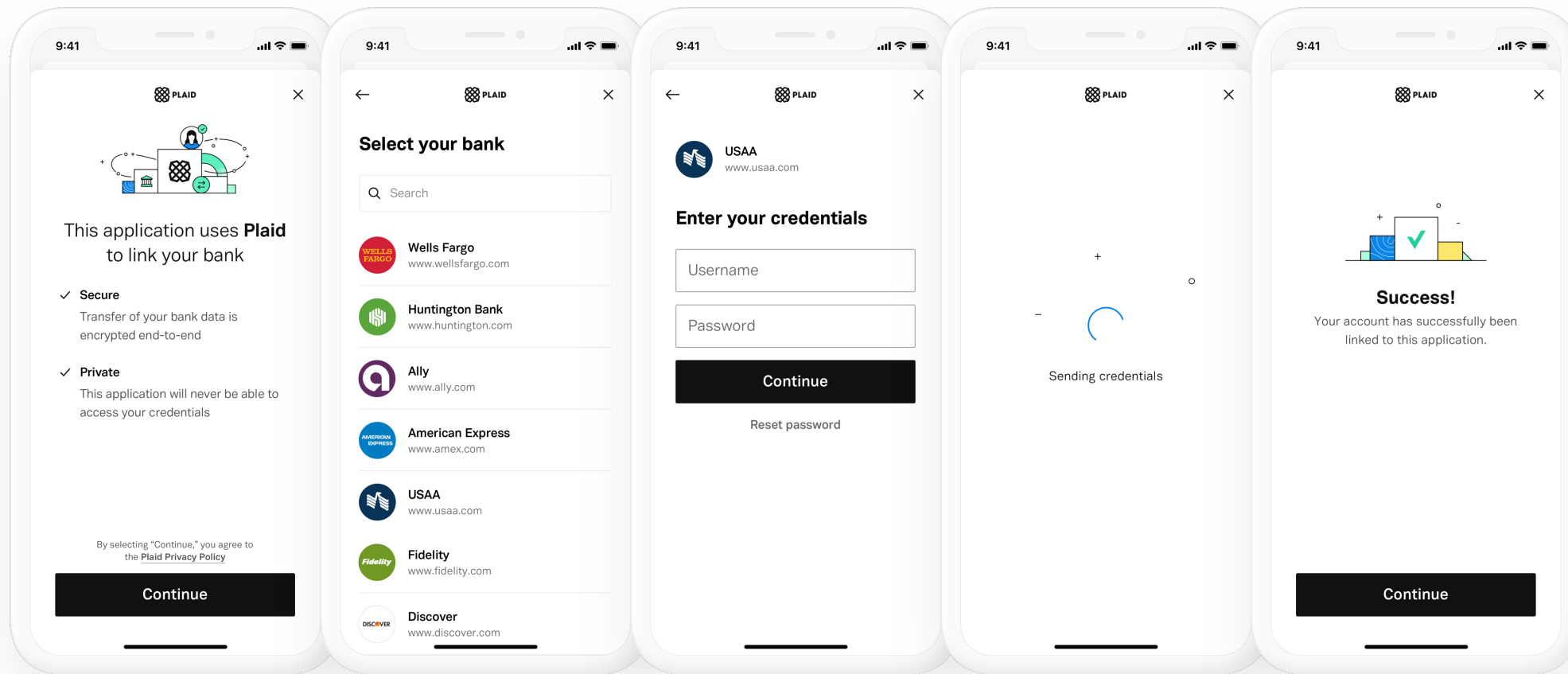
Next

Dash Schedule Account Ratings Earnings

Dragons Create Technology That Solves Problems

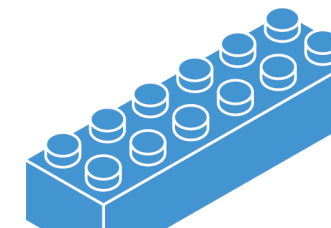
Ability to link the app to your financial institution so that you can get paid quickly.





Plaid allows members to easily and securely connect their bank to the apps they want to use.

- Plaid links to 11,000 financial institutions in the USA
- Venmo, Cash App, Chime, Dave, etc.





Loss Aversion

Loss aversion in behavioral economics refers to a phenomenon where a real or potential loss is perceived by individuals as psychologically or emotionally more severe than an equivalent gain. For instance, the pain of losing \$100 is often far greater than the joy gained in finding the same amount.



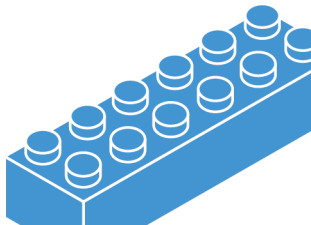


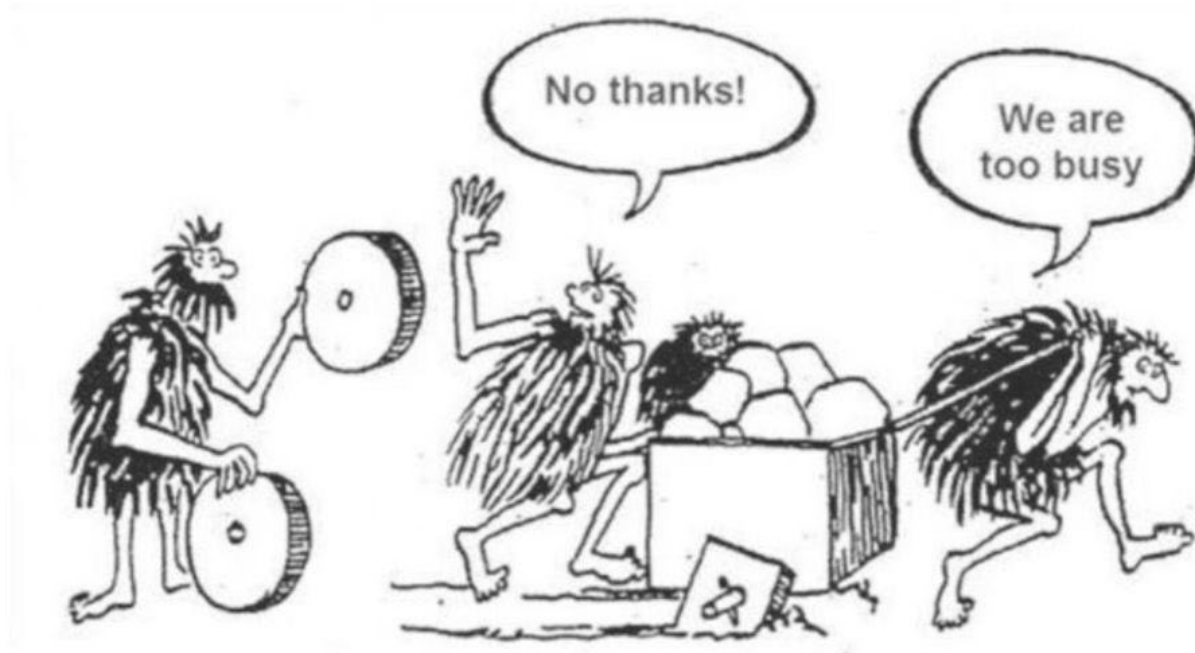
© marketoonist.com

Risk Aversion

Risk aversion is the tendency to avoid risk. The term risk-averse describes the investor who chooses the preservation of capital over the potential for a higher-than-average return. In investing, risk equals price volatility.

Source: Investopedia

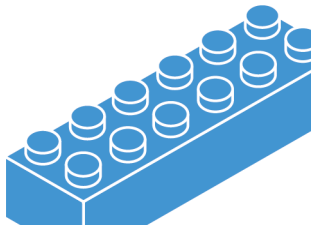




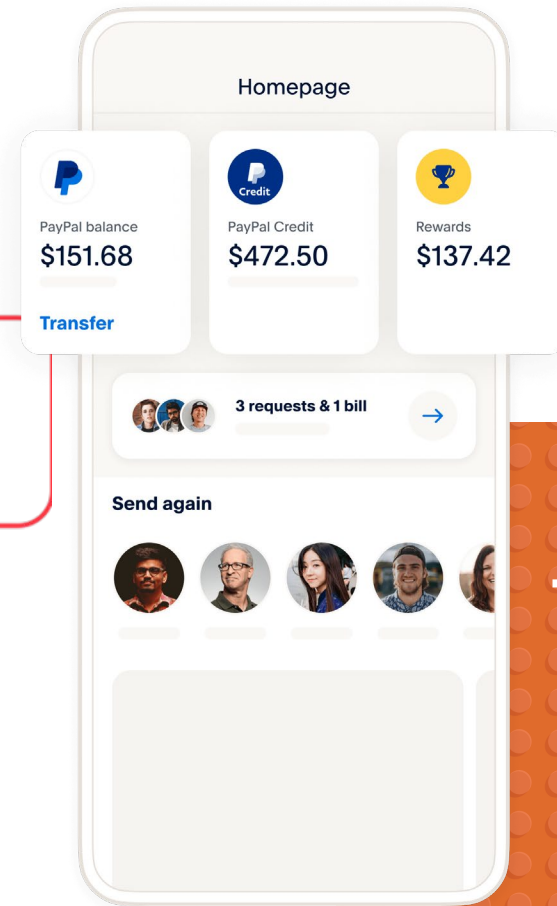
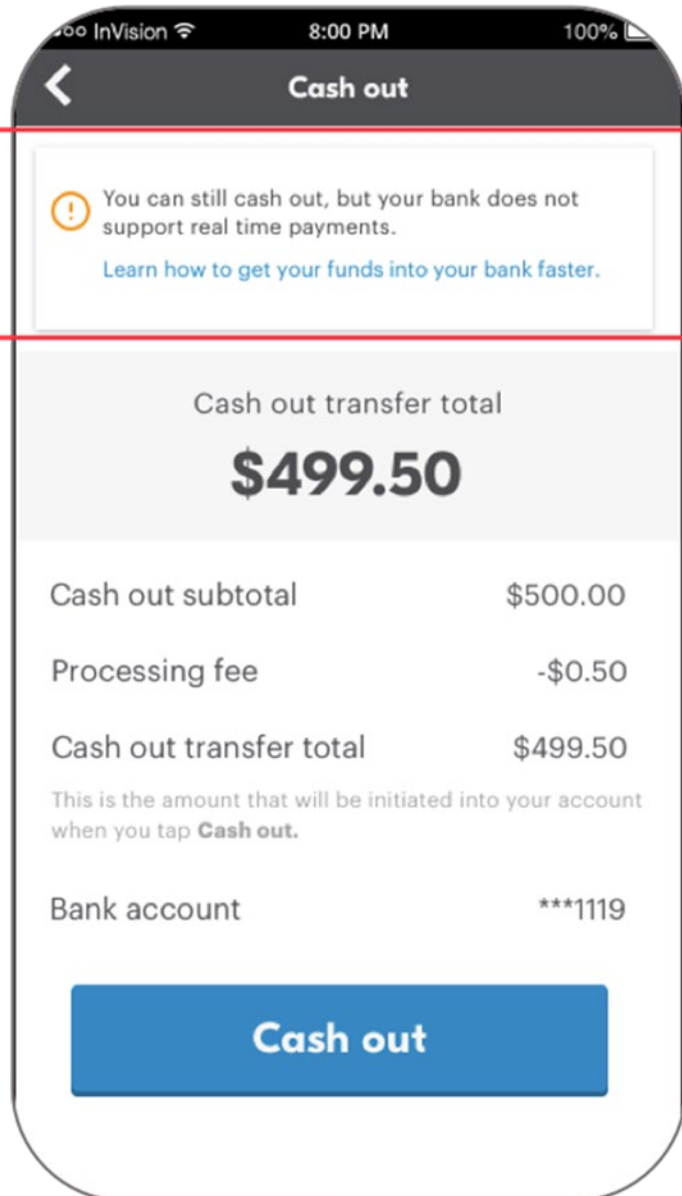
The Status Quo Bias - We don't like to change.
How to overcome this bias to make improvements

"... is an emotional bias; a preference for the maintenance of one's current or previous state of affairs, or a preference to not undertake any action to change this current or previous state."

Source: Wikipedia



GRUBHUB



Dragons Create Technology that is Disruptive

Innovative and affordable solutions tailored to meet the consumers needs.

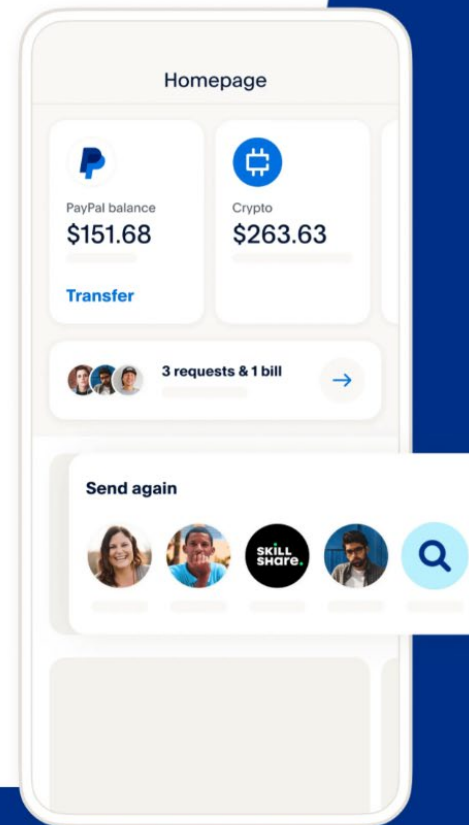
Venmo, Cash App and Zelle began offering instant payment capabilities. Where members could have funds deposited into





What Makes PayPal So Successful?

- Served a need as a Peer-to-Peer Payment App (send \$ instantly to friends/family)
- Linked with Plaid and connectors so that consumers could move money into an account.

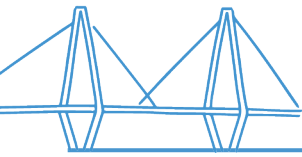


Create an account for free

Shop online and in person, and send and receive money—all from one account.¹

Sign up →





Dragon/Unicorn Tip #2- Tech-Savvy- Remove Friction with Technology


Worked with Vendors to Simplify Payments

No Friction- Just checkout and select the card you want to use. No need to enter your name, address (shipping and billing), card information, etc. It's already linked! EASY! SEAMLESS!

Your Cart (1) [Share](#)

[Remove All Items](#)

Pickup
East Charleston (1 Item) Curbside Available

 **Hampton Bay** Patio Black Wood Outdoor Rocking Chair **\$99.00**
Frame Finish: **Black** ~~\$129.00~~
Seat Color: **Black** Save 23%

Pickup at East Charleston | Delivering to 29414

Pickup Today 14 in stock FREE	Delivery Today 14 available
--	--

[Save for Later](#) | [Save to Favorites](#) | [Remove](#)

Your Order

Subtotal	\$129.00
Savings	-\$30.00
Pickup	FREE
Sales Tax (determined in later step)	---
Total	\$99.00

You Saved **23%** Off Your Item

Have a promo code?

[Checkout](#)

— or —

[PayPal Checkout](#)

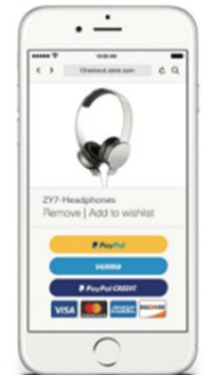
Easy In-Store and Online Returns
[Read our Return Policy](#)

PayPal

PayPal Checkout

Increase your revenue with the help of PayPal.

87%
OF SHOPPERS ARE MORE LIKELY TO
COMPLETE A PURCHASE
WITH AN ONLINE RETAILER
THAT OFFERS THEIR PREFERRED
PAYMENT METHODS.*



* Digital Trends Impacting Commerce. Kelton Research, September 2018. Base (Total Sample) n=2003; Base (Regular PayPal users) n=840 Q22.





Dragon/Unicorn Tip #3- Be Insightful & Future-Minded- Pay Attention

What about Side Hustle on Social Media?

#1 eCommerce provider in the world

How are payments processed on social media platforms? Payment processors and capabilities across example SM platforms					
Social media platform	HQ	Named payment processor(s)*	Number of users**	Online storefronts?	Tips/virtual reward systems for creators?
facebook		 	2.9 billion	✓	✗
Instagram			>2 billion	✓	✓
Pinterest			445 million	✓	✗
Snapchat			363 million	✗	✓
TikTok			>1 billion	✓	✓
twitch		 	140 million	✗	✓
Twitter			368 million	✓	TBC

Source: FXC Intelligence analysis, company announcements, Statista
*Only includes payment processors named by the platform. Other processors may also be used.
**Monthly active users on social media platform.

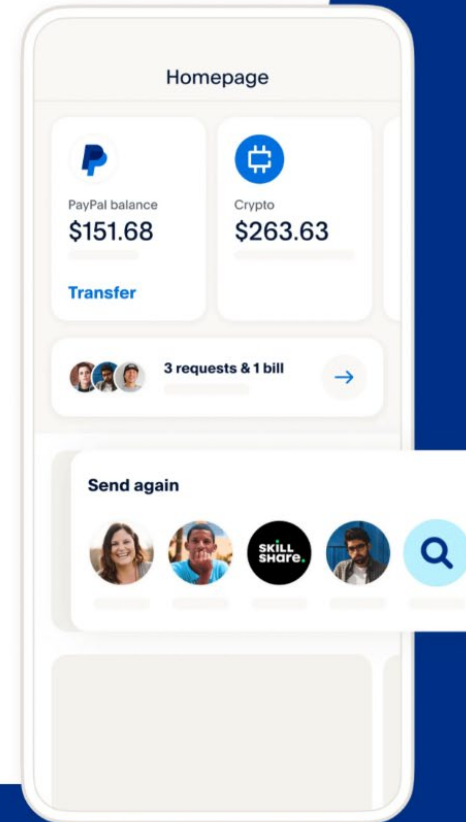
FXCintelligence





Growth Evolution

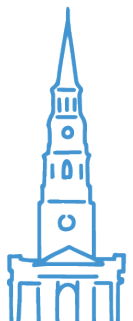
- What they are offering now= Neobank... everything you need- Shop, Move Money, Bill Pay, Deposit Check, Savings Account, Budgeting, etc.
- Move money internationally (Xoom)



Create an account for free

Shop online and in person, and send and receive money—all from one account.¹

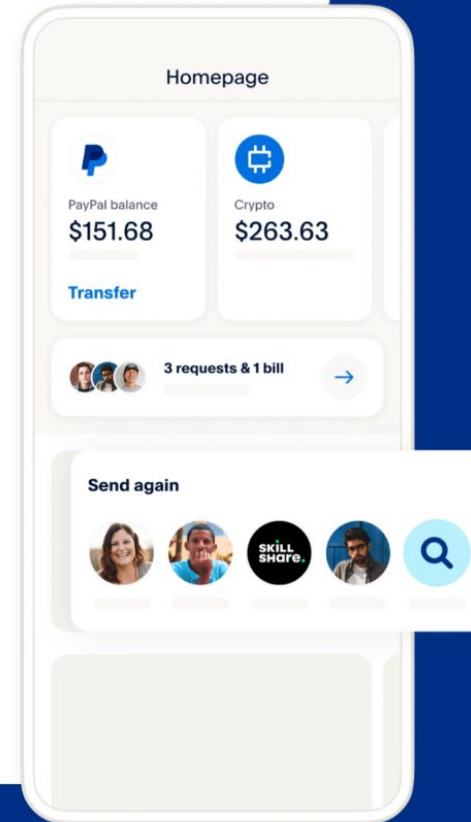
Sign up →





What Makes Them Successful?

- Checks all the Boxes for a Dragon
- Frictionless- links to where they get paid
- Simple way to manage money
- Seamless Member Experience



Create an account for free

Shop online and in person, and send and receive money—all from one account.¹

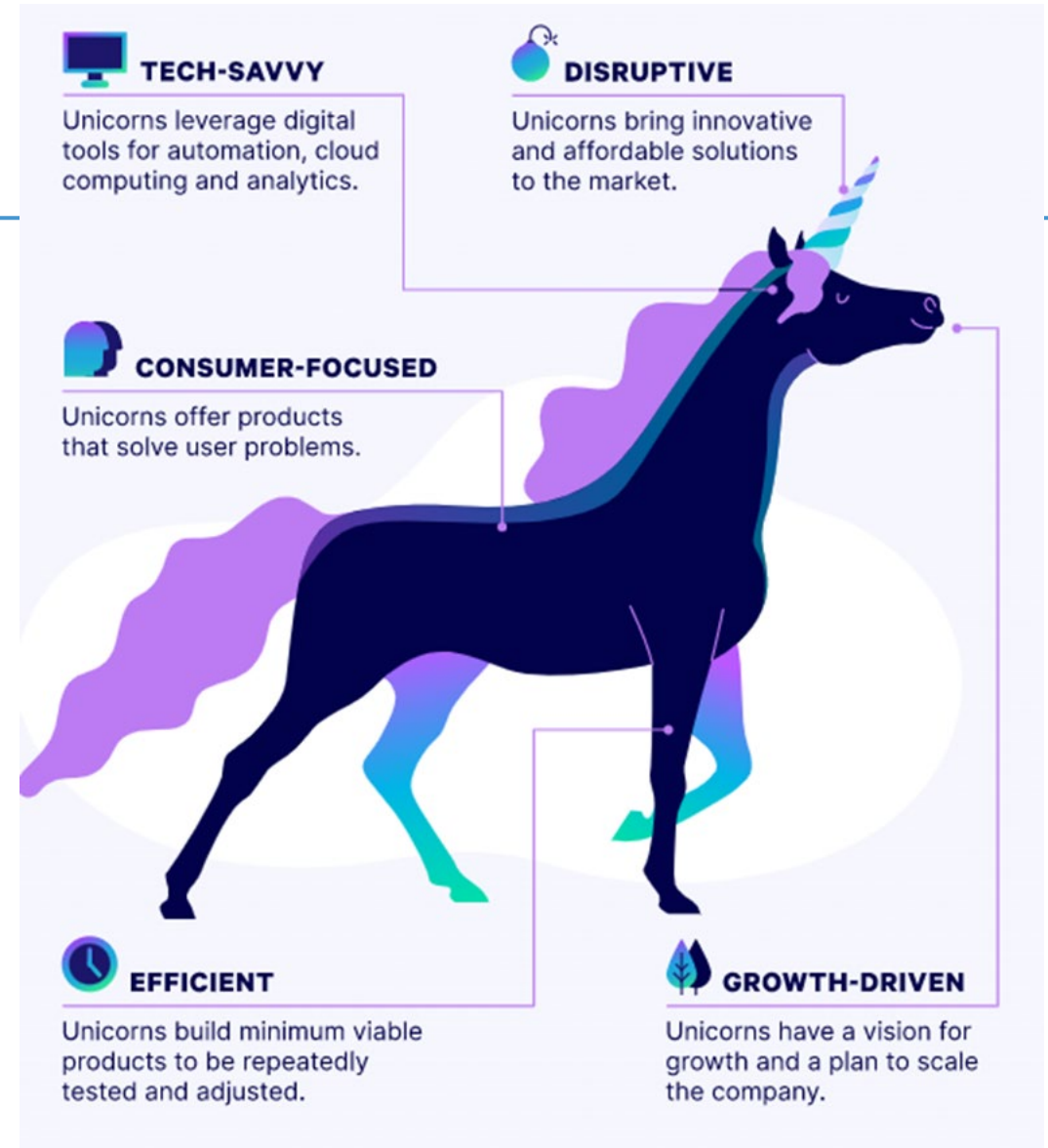
Sign up →





PayPal Dragon Recap

1. Consumer-Focused- Offered a Product that Solved a Problem
2. Growth Driven- Plan to Scale
3. Disruptive- Insightful & Future Minded
4. Tech-Savvy- Removed Friction with Technology

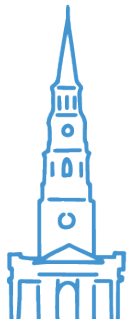




What Do Millennials & Gen Z use their digital banking for?

The latest Chase Digital Banking Attitudes Study found that Millennials and Gen Z use mobile banking apps for

- budgeting
- checking credit scores
- creating savings goals



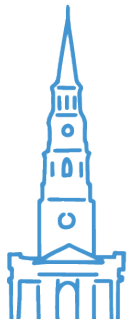


Why Are They Not Using Digital Banking for Loans & Deposits?

1. Friction- Using a solution that is convenient & seamless (Side Hustle, Social Media, etc.)
2. Spoiled- Design matters
3. Personalized Investment Advice- Spotify



Forbes, January 2023



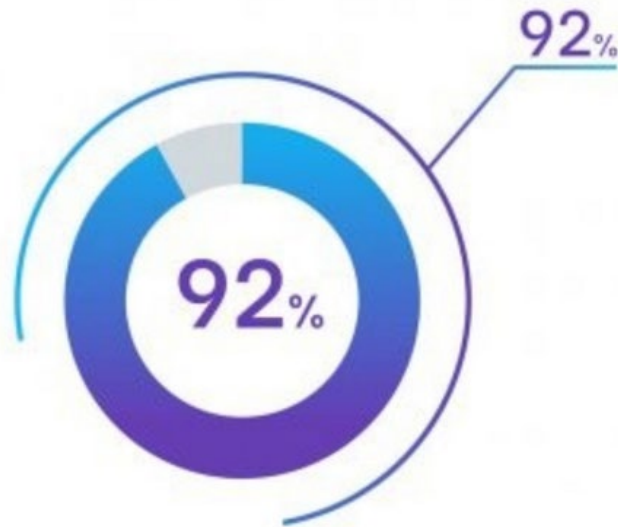


Mission-Minded

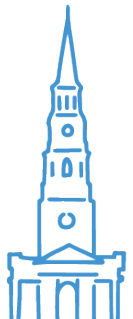
VisiFI is focused on the secret sauce of the dragons and providing technology solutions that draw and retain members. We have a new motto!



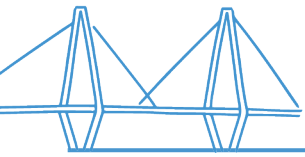
Dragon/Unicorn Tip #6- User Friendly- How Does that Make You Feel?



92% of decisions are driven by
emotion (not logic)



"Buyology: Truth & Lies About What We Buy"



How do we bring loans & deposits back to the Credit Union?

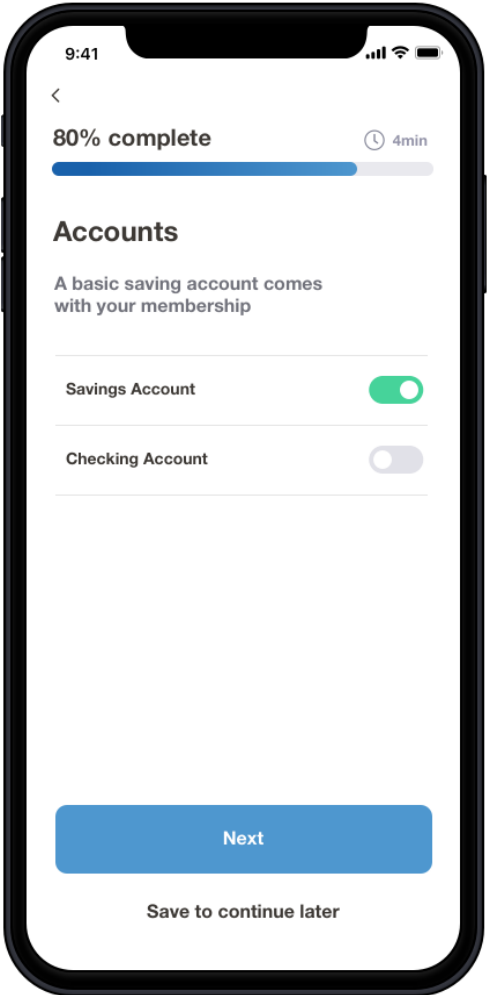
- Organizations coming together for a common purpose.
- 6 Companies
- 20+ Credit Unions
- 70+ Dedicated People

MISSION MINDED
COMING TOGETHER FOR A GREATER CAUSE

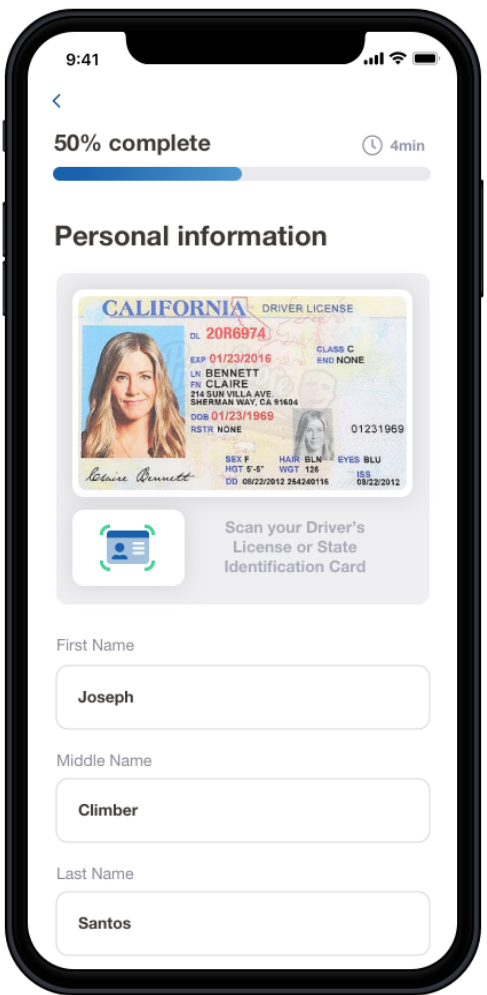
Logos included in the graphic: VISIFI, DEDAGROUP MEXICO, deda.digital, PUBLIC SERVICE CREDIT UNION, LEGACY, UNITED CONSUMERS CREDIT UNION, Aventa CREDIT UNION, MBS MODERN BANKING SYSTEMS, peach state FEDERAL CREDIT UNION, CENTER FOR ADVANCED HINDSIGHT COMMON CENTS LAB, and DEDAGROUP.



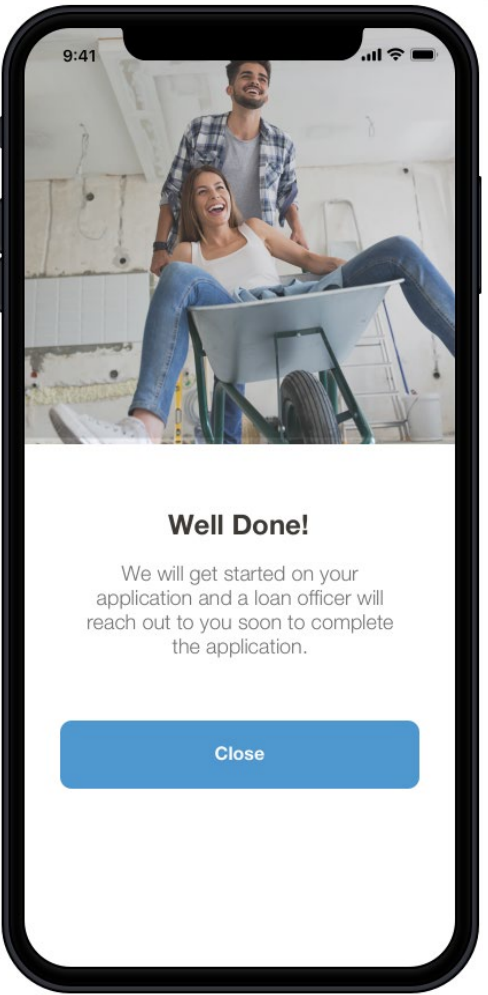
How Does That Make You Feel?



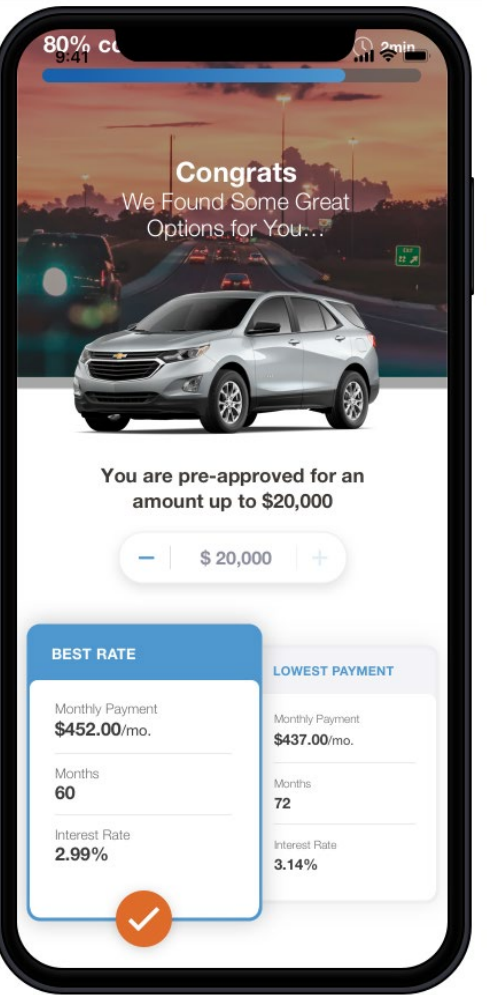
Keep it Simple
Decision Paralysis



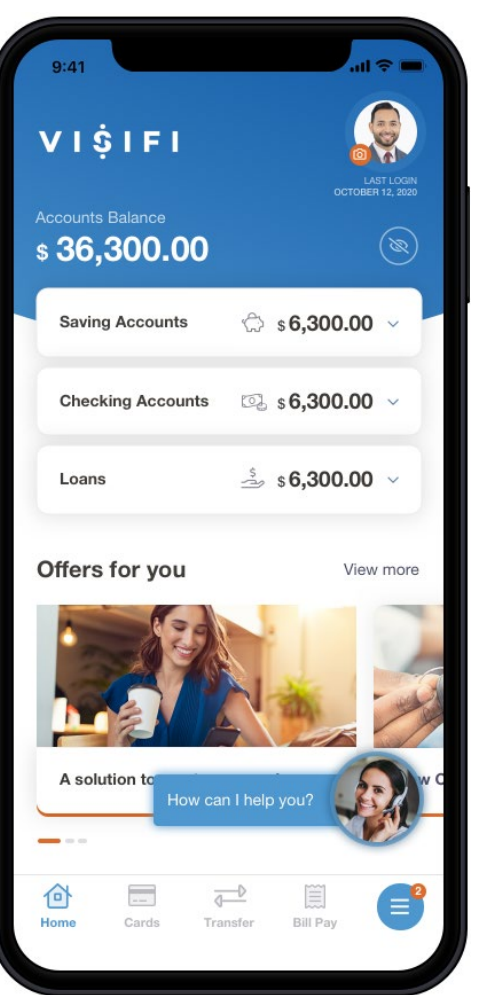
Eliminate Friction
Seamless Integration



Conversational
Hedonic Award

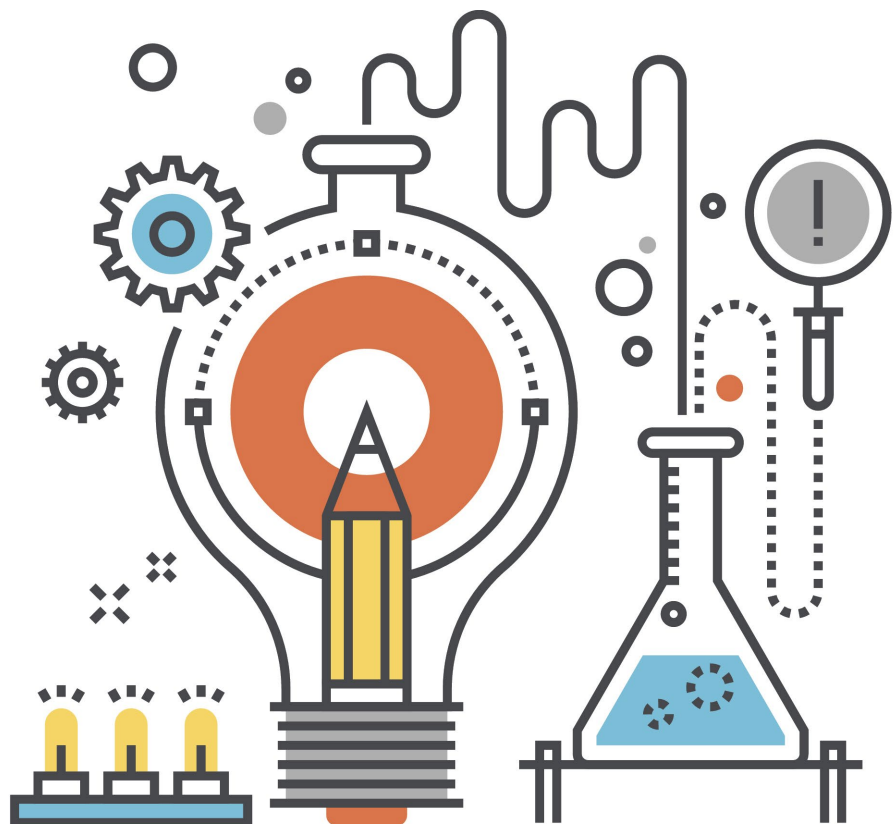


Visuals & Detail
Default Bias



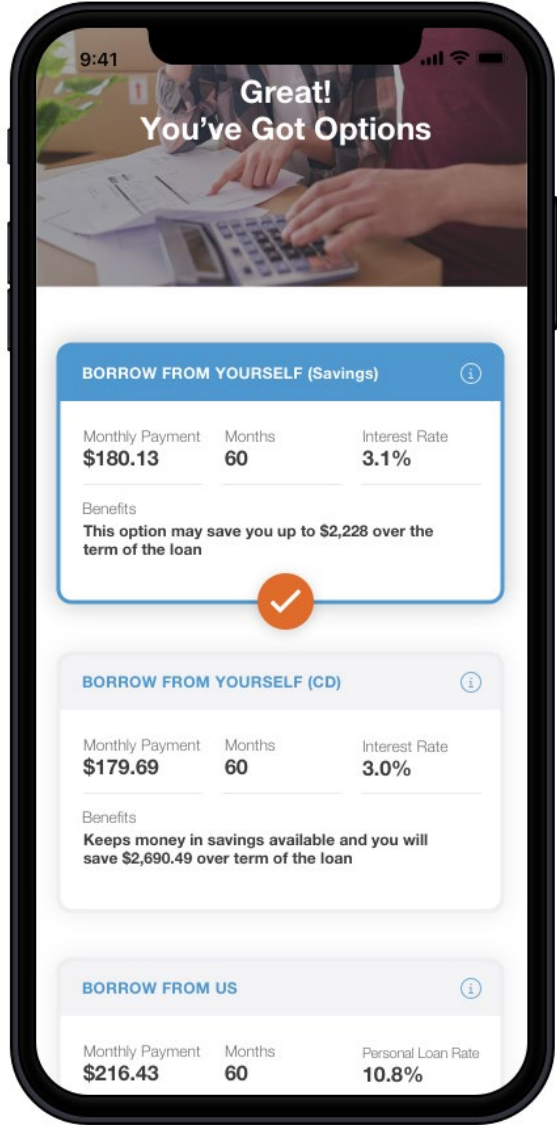
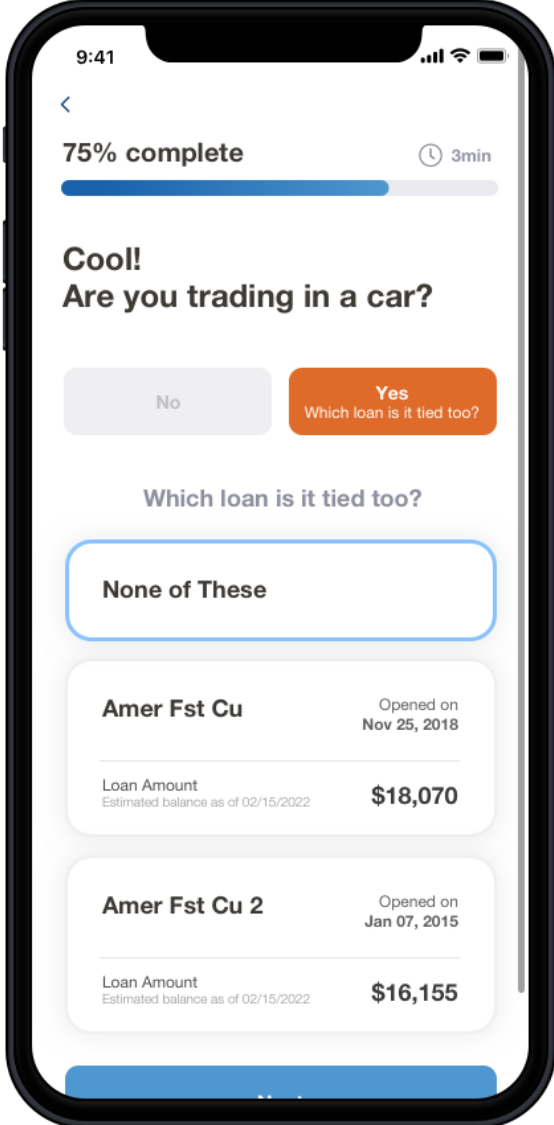
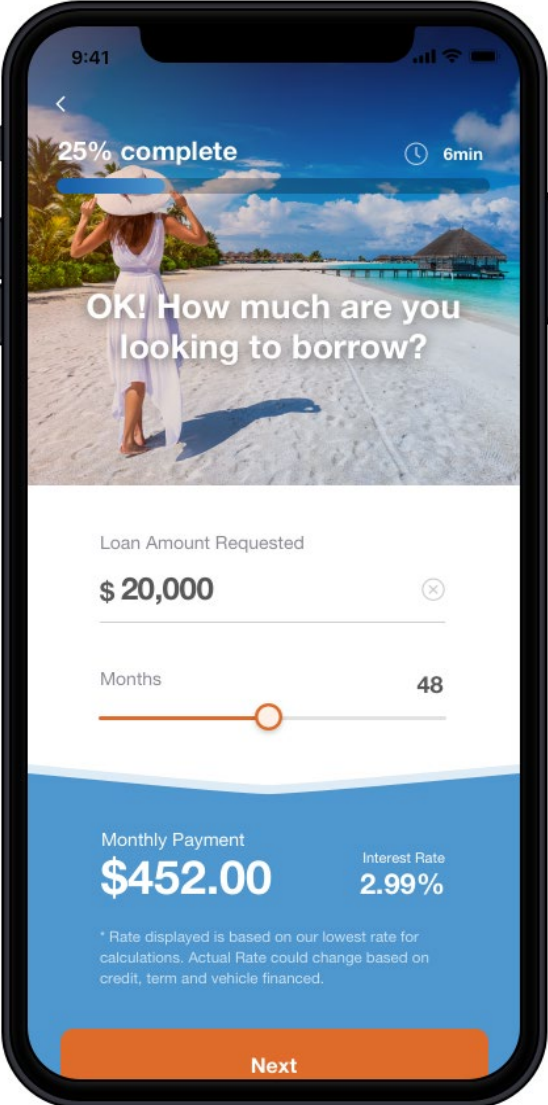
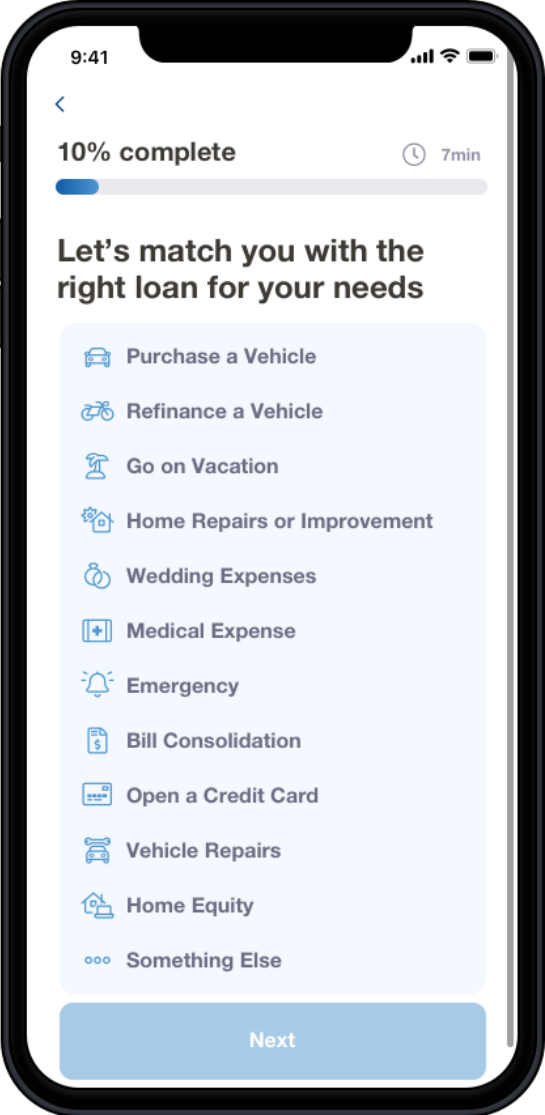
Communicate &
Storefront





Are you taking advantage of
it?
Quarterly releases & highlights







Successful Lending Fintech Dragon- Don't Overcomplicate It

 Upstart

CHECK YOUR RATE

Get a smarter loan

Checking your rate won't affect your credit score.¹

What would you like to do?



Consolidate debt




Refinance my car



Fund my business



Something else

Excellent  ★ Trustpilot | [Have a mail offer code?](#)

What's this loan for?

Choose what best matches your primary needs

Loan purpose

Bills or rent

Credit card payoff

Debt consolidation

Bills or rent

Large purchase

Home improvement

Vehicle purchase (personal use)

Business expenses

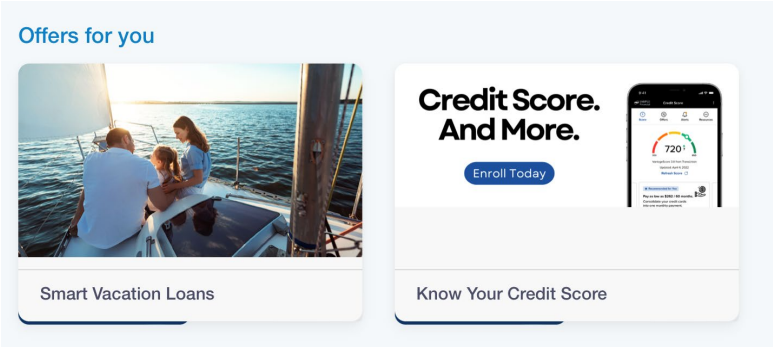
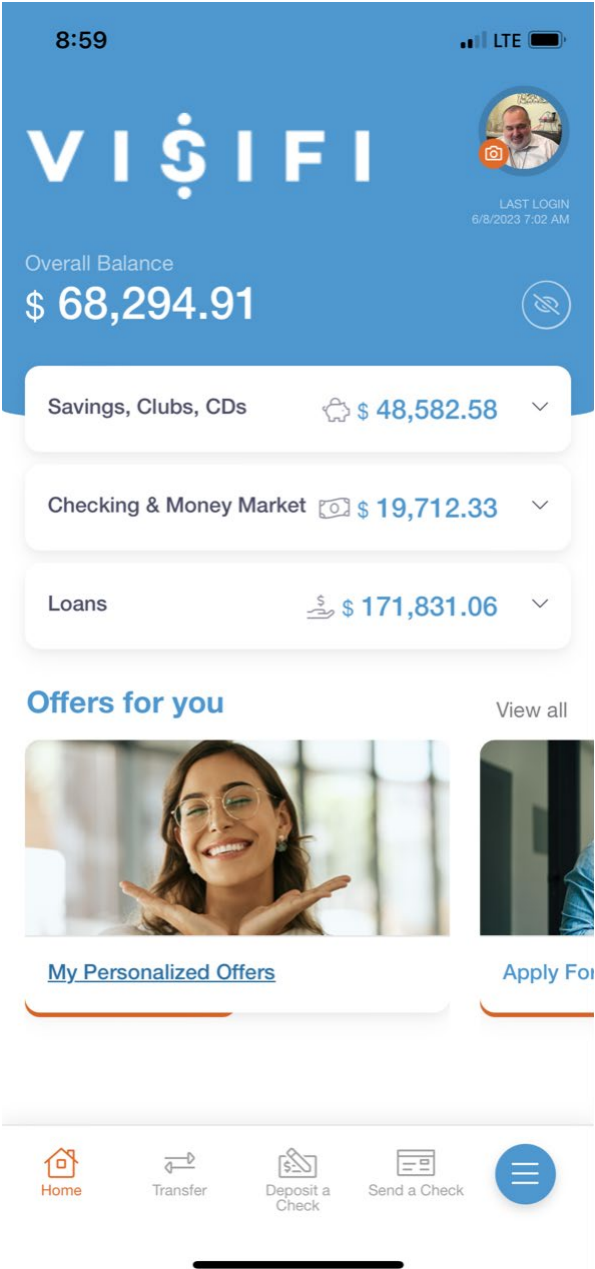
Medical expenses

Moving expenses

Student loan refinance



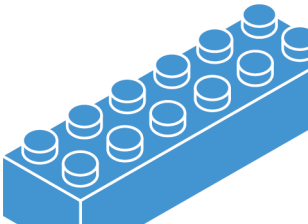
How Does That Make You Feel?



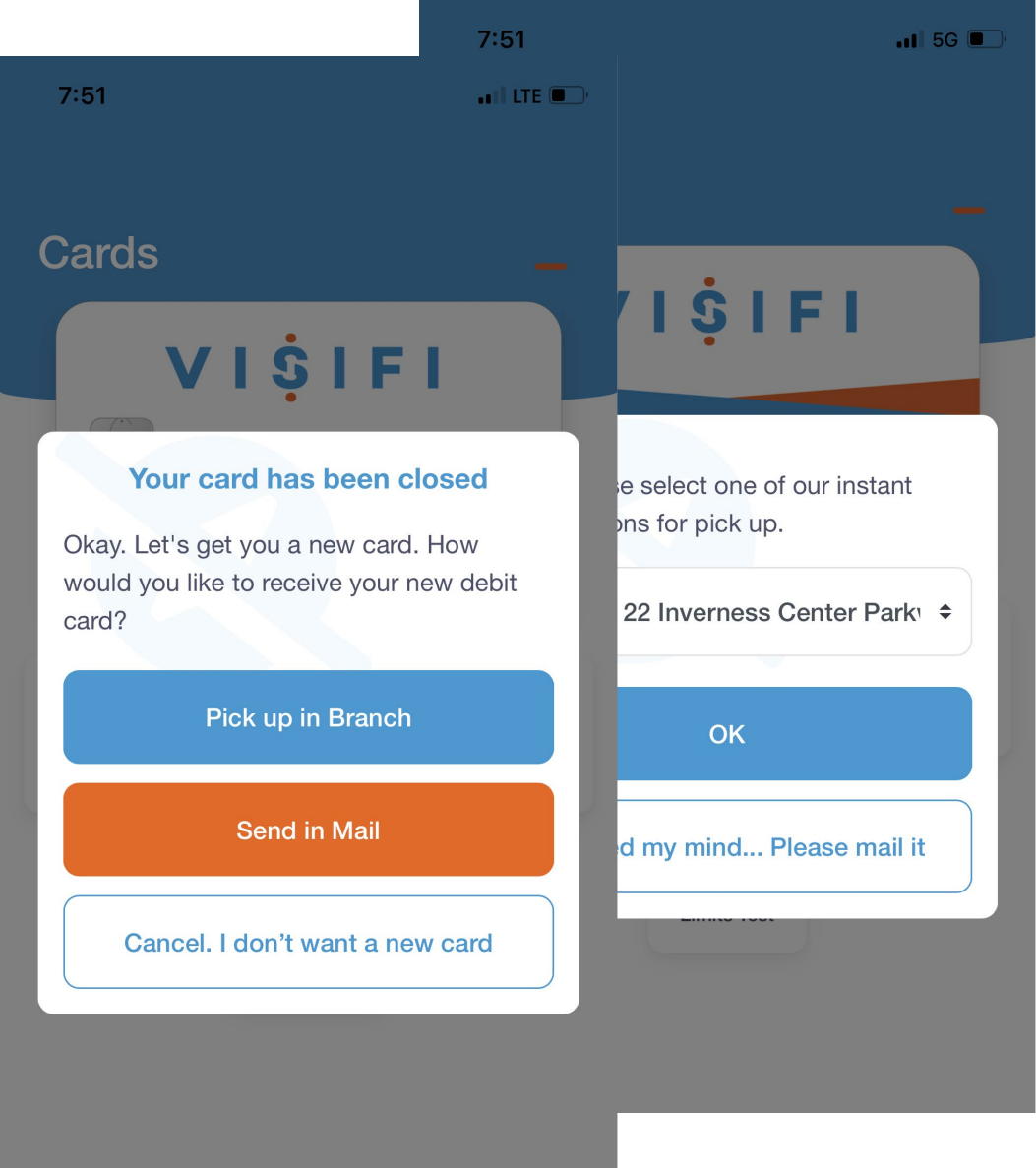
Offers for you

Customize Offers & Links

- SSO Integrations- Add an image and the SSO you want it to route the user too. (i.e. SavvyMoney)
- Product Links- Link Loan Offer to Loan Application
- URL Links- Link to external URL for additional information (i.e. Setup appointment)

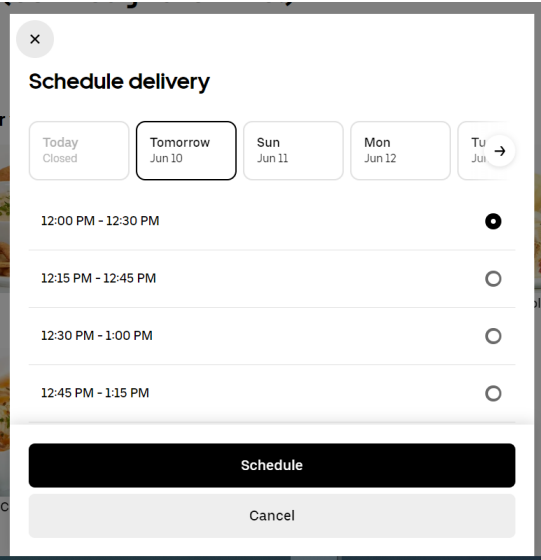


How Does That Make You Feel?



Card Pickup

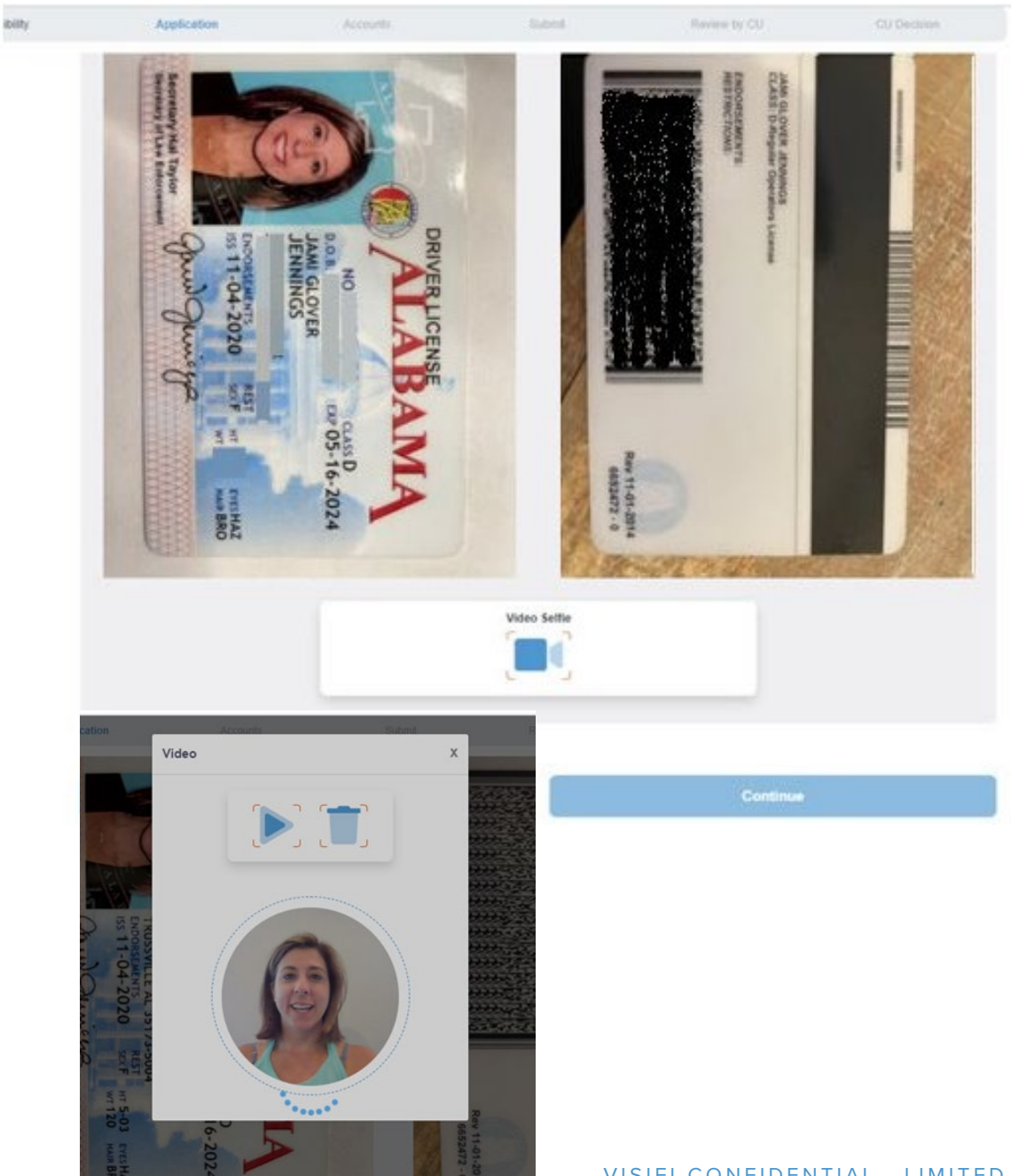
- Member can schedule card pick-up at branch
- CU can text- "Your card is ready for pickup"
- Dashboard to manage/receive/complete requests



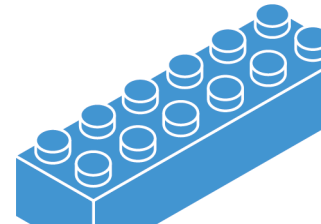
Digital Account Opening

Video Selfie

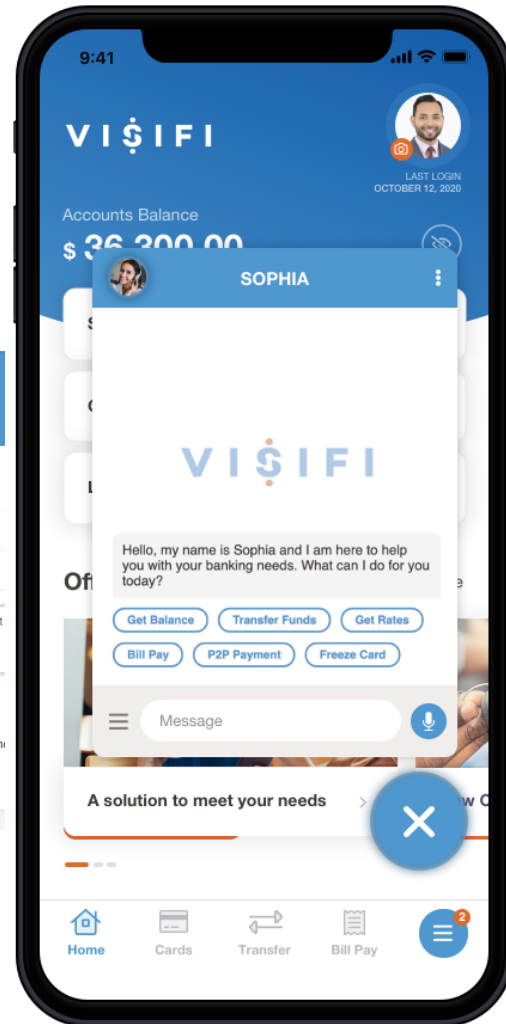
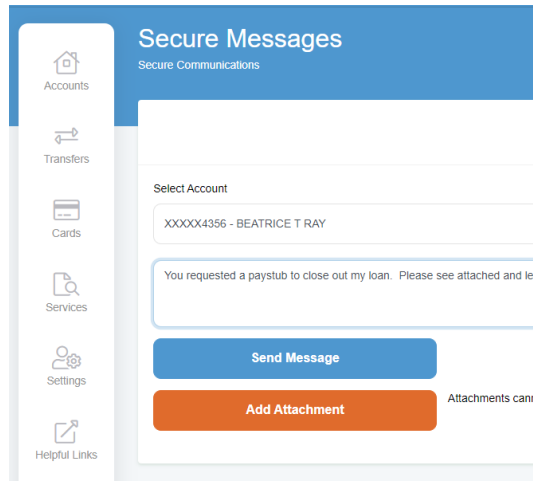
- “Laura Ryll” Feature
- Digital Account Opening and KYC



How Does That Make You Feel?

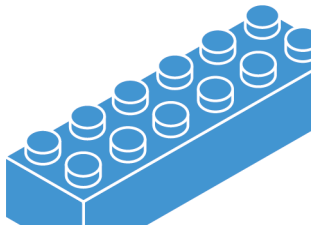


How Does That
Make You Feel?



Turn It On_____

- Secure Messages & Attachments
- Chatbot Enhancements
- Static Monthly Summary Reports in DMS

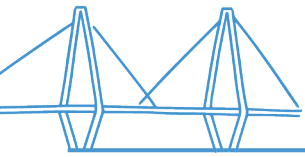




Where We are Going

Roadmap Overview for next
12 months





Innovation & Collaboration.
So, What's Your Story?

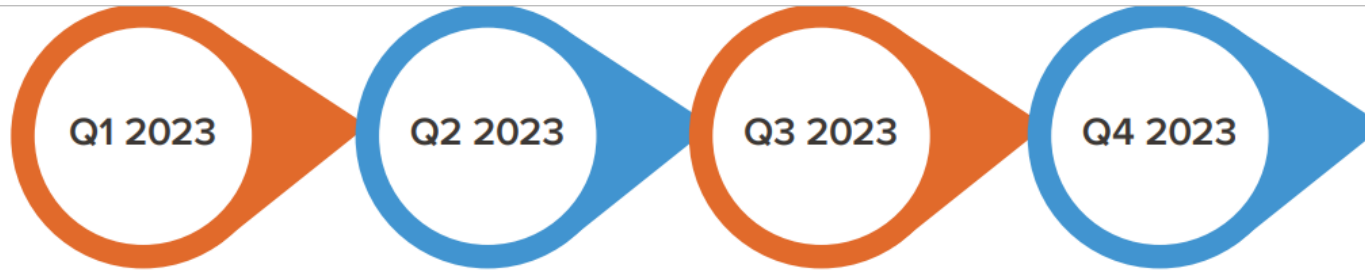
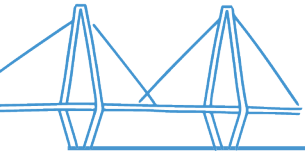
VisiFI T.I.P.P.s, where technology, innovation, passion, and purpose come together. This monthly podcast series explores new products and technology, community programs, marketing efforts, industry trends, CU management, and member experiences to help credit unions thrive in today's marketplace. Episodes are released on the 4th Tuesday of every month and are available on all popular podcast platforms.

Find us on your favorite streaming service:



AND MORE





Digital Banking

- Digital Pay Recurring Payments (Alacriti)
- Monthly Report for DMS
- Limit tiers for ACH/ P2P
- Stop Payment Confirmation
- Offer support for Marketing
- New suffix information
- Send documents via secure message center
- Flag audit report
- Change suffix to account (MB)

100%

PERCENT COMPLETE

- Digital Card Issuance
- Ability for Joint Owner to ACH
- Unsubscribe link for mass email
- Add user inquiry mode
- Core card limits in Card Management
- Card Management App- Add In-House CC's
- Customize Marketing Offers (Digital Lending, SavvyMoney, etc.)
- Update wording in Admin to Digital Banking

85%

PERCENT COMPLETE

- Opt-In for Round Up funds
- New Authentication – Send code for Call Option
- Secure message to mobile banking
- Add filter for change of address in Admin Console
- Custom greeting to member on log in
- Full history in mobile
- New search options
- Support international addresses
- Show partial payment amounts
- International Payments to Mexico (Felix)
- Card Management Alert – Add Transaction Description
- Enhanced Search Options
- Card Management App- Add Batch CC Link
- Integration to Plaid (Digital Banking)

15%

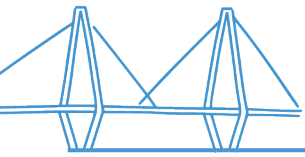
PERCENT COMPLETE

- Text to pay
- Add budgeting module
- Add payee name to transaction receipt
- Allow business signers to have access Digital Banking
- M2M transfer to loan
- Add no receipt available(pop up)
- Joint Owners to submit change of address
- Add daily recurring transfer option (Digital Banking)
- Automatic Payroll Transfer (Atomic)
- Digital Pay Mobile Payments - Apple Pay, Google Pay, Samsung Pay
- Block user for unfreezing from vendor block
- Travel Alerts Digital Form
- Ability to link "Contact Us" to Call Center Phone Number or URL
- Add Alert- Text/Email 1 Week Before Loan Due

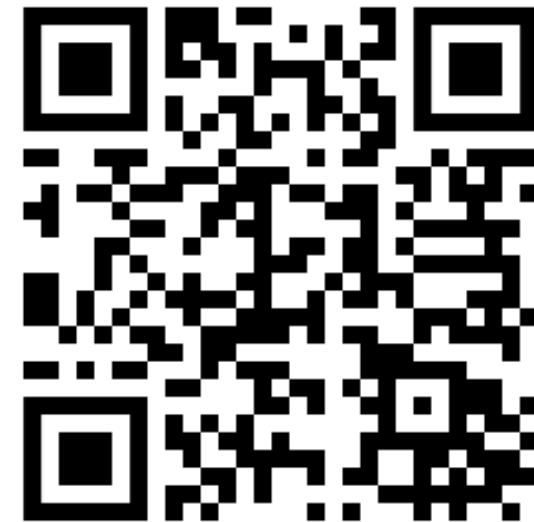
0%

PERCENT COMPLETE

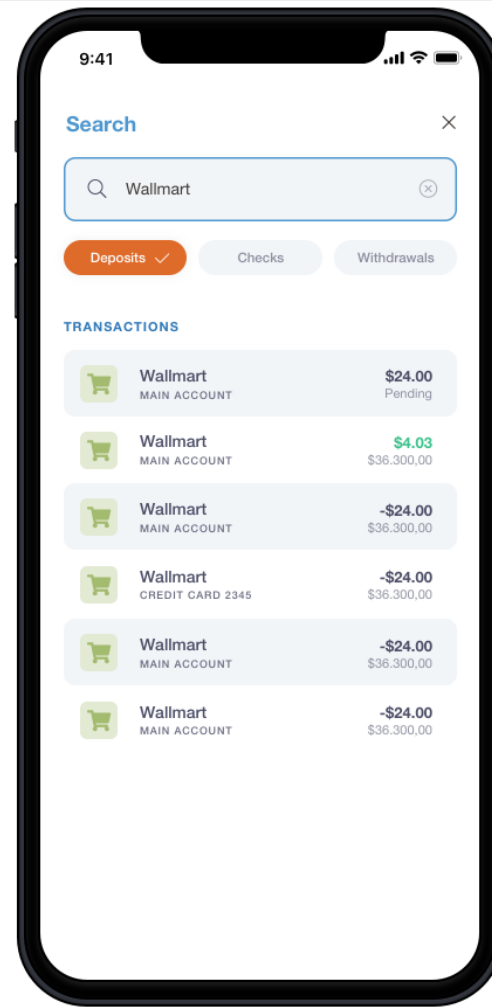
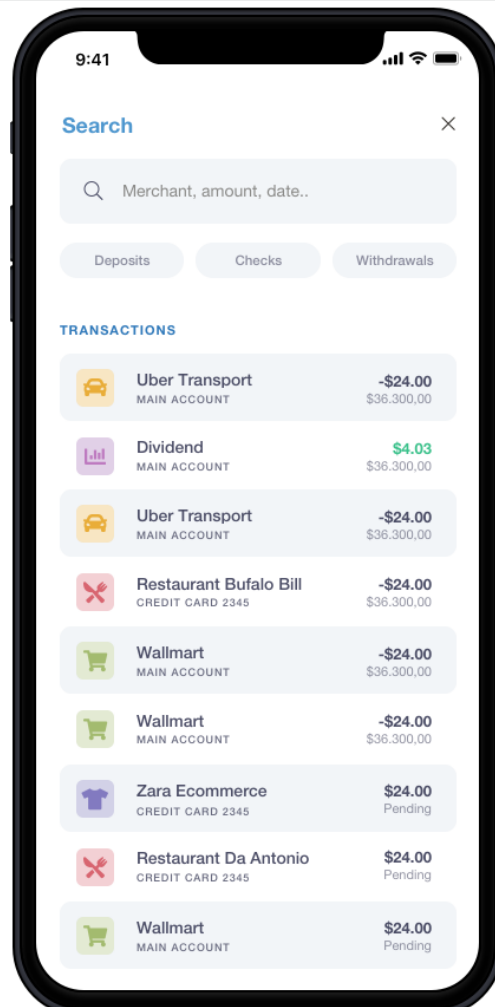
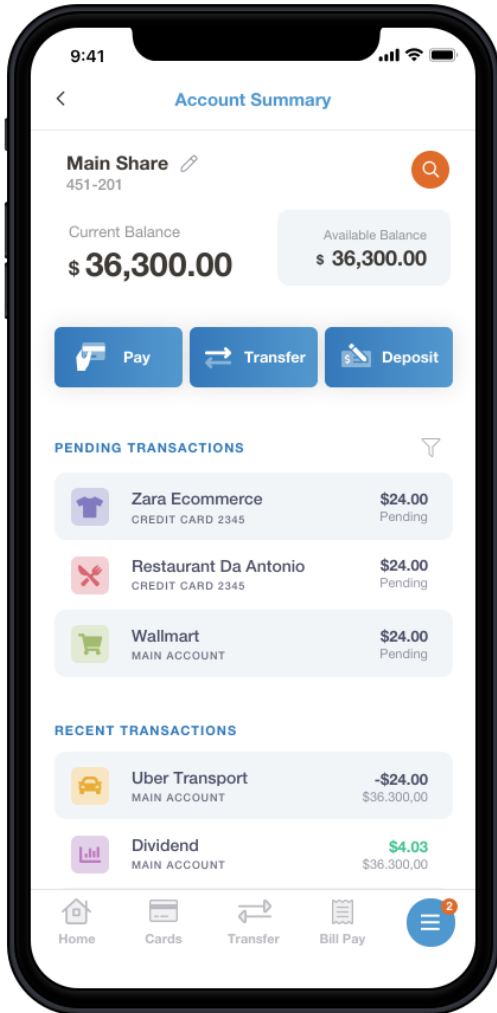




2nd Thursday Every Other
Month Beginning August 10th
at 10 AM CT

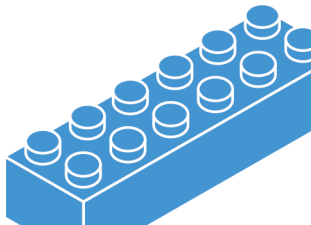


How Does That
Make You Feel?

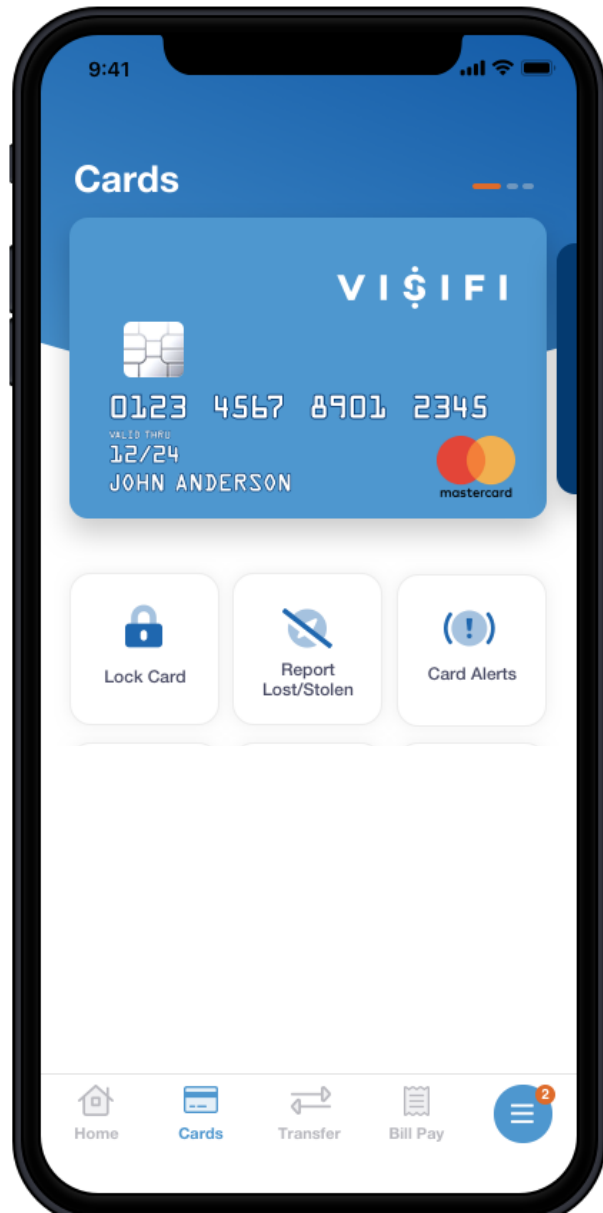


Search

Intuitive search options



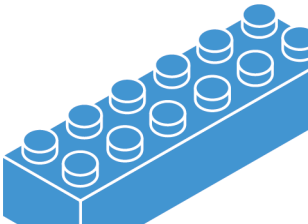
How Does That
Make You Feel?

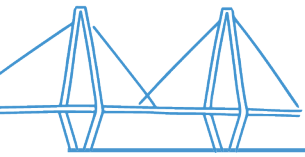


Credit Cards

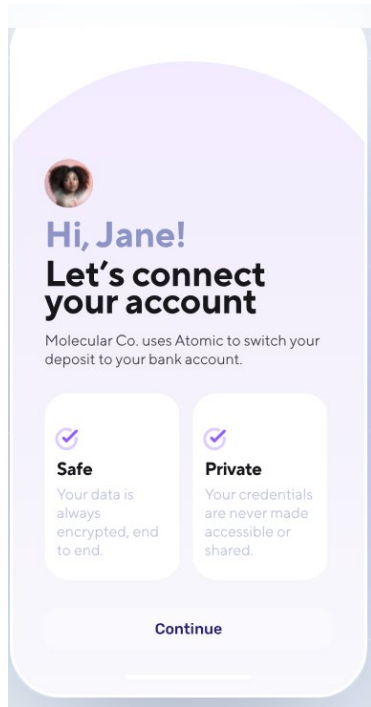
In-House Credit Cards- Real-Time Updates

Batch Credit Cards- Ability to add link to SSO to manage credit card

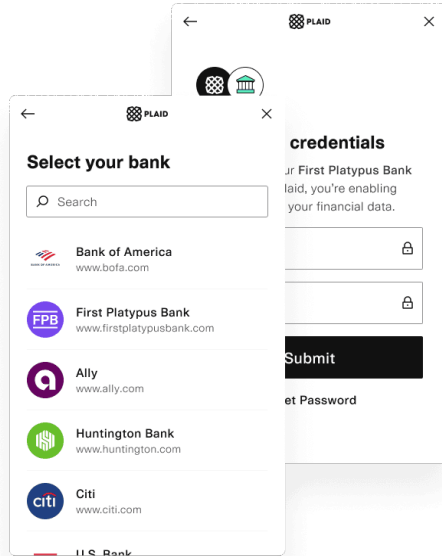




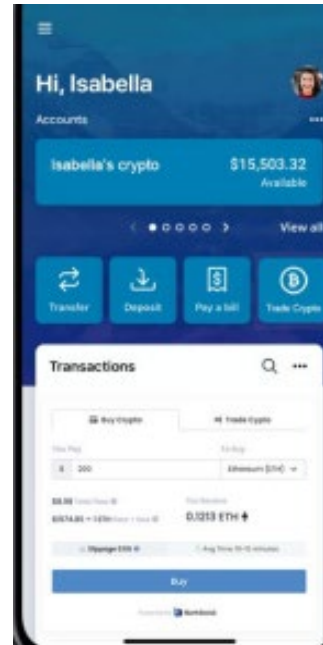
Fintech Integration Exploration



Link to Payroll



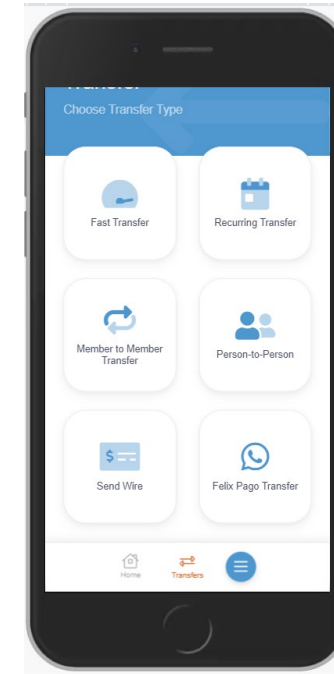
Link to Connectors & Real-Time Payments



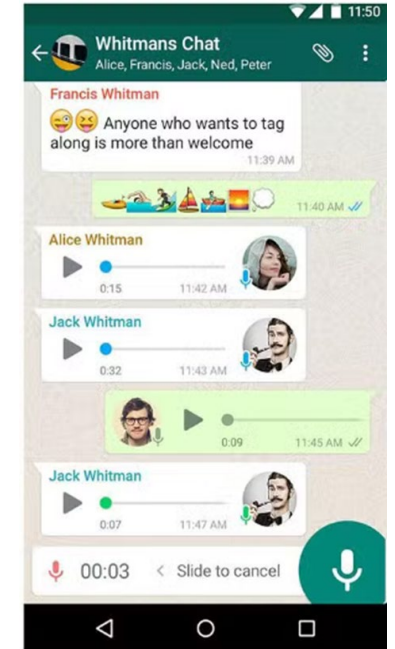
Link to Crypto



Link to Buy Now, Pay Later

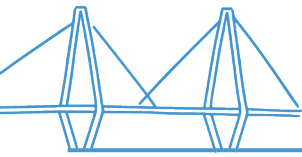


International Payments



Voice Memos (Expand Communication)





2023 Key Features & Functionality for Digital Banking

Members have high expectations. Here are the key must-haves for Digital Banking according to Finanalytics.ai for 2023:

- Online Account Origination
- Mobile Check Deposit
- Live Chat
- Find a branch/ATM
- Search
- Calculators
- Peer-to-Peer Payments
- Product Comparison

	Student Checking	Cardinal Checking	Gold Checking
Great for you if	You are a current USC student and you're looking for a checking account with unparalleled benefits for Trojans.	You're budget-conscious or just looking for a simple, basic account.	You can keep a moderate balance in your account and you want to earn dividends on your funds.
Balance requirements	No minimum balance requirement.	\$25 opening balance requirement. No minimum balance requirement.	\$750 opening balance requirement. Must maintain \$750 daily checking balance or \$3,500 in combined checking & savings accounts.
Dividends	N/A	N/A	Dividends paid monthly for balances \$750 and greater.
Debit card	Yes		
ATM access	Fee-free withdrawals at more than 30,000 CO-OP ATMs, including 7-Eleven, Walgreens, and Costco.		

Car Payment Calculator

Loan Amount: \$ 0.00 Interest Rate (%): 0.00 %

Loan Terms: Months ● Years

24mo. 36mo. 48mo. 60mo. 72mo. 84mo.

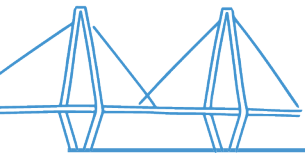
\$0.00/mo

Auto Loan Calculator

Find your perfect payment! Try a few different rates and terms to see what works for your budget and then email the results to yourself.

Your actual term and payment will be provided upon acceptance of a Peach State FCU loan. This calculator is for informational purposes only and its use does not guarantee an extension of credit.

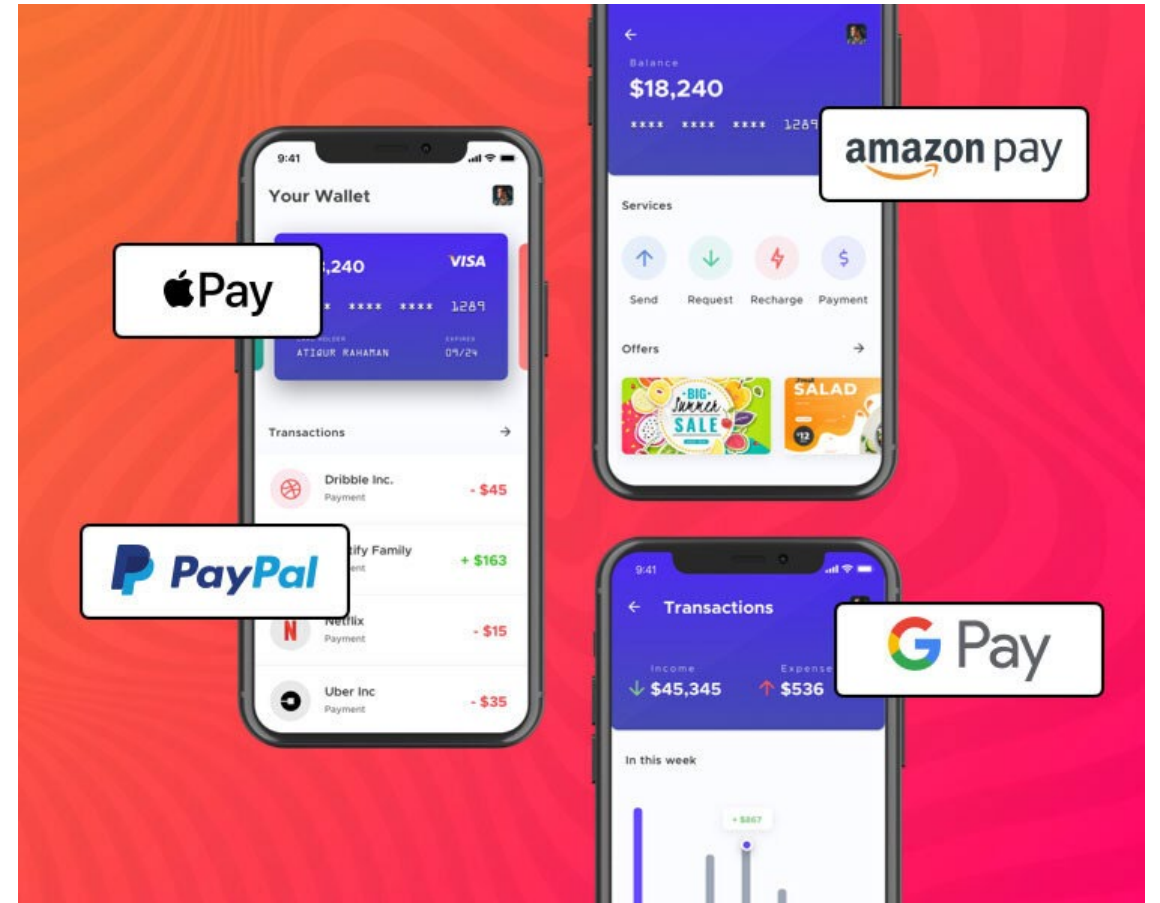
Low Auto Loan Rates



2023 Must-Have Products for Member Satisfaction

There are five types of digital services members value and desire the most, and if not offered by their CU, they would consider switching:

- Remote deposit capture (38%)
- Digital cards that can be issued directly to their digital wallet (38%)
- P2P payments (35%)
- Digital wallets (36%)
- Cardless cash withdrawals (35%)





Personalized Insights

“Nearly 9 in 10 customers say they’d like to receive personalized financial advice from their bank, but fewer than 3 in 10 get this today.”

Sinch.com

Text, Email Campaigns, Digital Banking Ads utilizing AI or seeded reports

- I see you got a raise! How to invest and lower your tax bracket.
- New family member? Did you know you can invest in college now?
- I noticed you recently set up a direct deposit to your savings account. Would you like to discuss money market options to get a higher return on those funds



Services
Choose Service Type
← Back

UNITED CONSUMERS CREDIT UNION Credit Score & Report Loans & Offers Alerts Resources JASO

Rating: **Good** ⓘ
Updated: June 08, 2023
VantageScore 3.0 from TransUnion
Refresh Score ↻

★ Personalized for You

As low as 5.59% APR*
Get your next auto loan from us!

Learn More

Score Analysis Credit Report Score Simulator Credit G

Score Rating
Good

Payment History Grade A
100% On Time

Credit Usage
18%

Accounts	Transfers	Services
Account Activity E-Statements	One-Time Transfers Recurring Transfers	Withdraw By Check Loan Applications & Status

SavvyMoney

Real-Time Credit Scores,
Personalization & Financial
Education



Your trusted conference resources.



Myles Hamblin

Business Development Specialist

myles.hamblin@savvymoney.com

608.206.2284



Kacie Mach

Business Development Specialist

kacie.mach@savvymoney.com

405.301.4545

SavvyMoney's Credit Score Solution

Drive financial wellness,
digital engagement, and
profitable growth.

savvymoney®



Be the credit union of tomorrow.

Meet member demands for enhanced financial personalization while driving increased loan and deposit volume.



savvymoney[®]



Your member wants more.

- ✔ Instant credit-score access
- ✔ Financial guidance & advice
- ✔ Real-time personalization



The competition is heating up.

If you don't provide what your member is asking for, someone else will (or worse, already is).

Introduction.

SavvyMoney is the leading provider of innovative credit score solutions.



**FINANCIAL INSTITUTION
PARTNERS**



**DIGITAL BANKING
INTEGRATIONS**



**BANKING
CONSUMERS**

2022 MILESTONES

A MILESTONE YEAR

WE PROUDLY
PARTNER WITH
1,028+
FINANCIAL
INSTITUTIONS

Continued growth helps fuel our mission to empower users to improve their financial well-being.

Annual SavvyMoney Recap

252 New Financial Institutions Signed

220 Fully-Implemented the SavvyMoney Solution

SavvyMoney Users

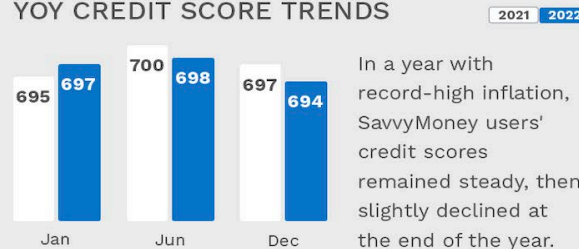
264.3 million
credit reports pulled

24.8 million
credit monitoring alerts sent

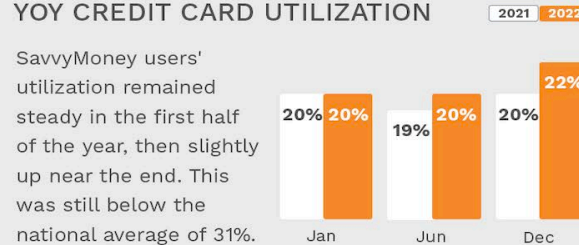
33% improved
SavvyMoney users with a *material score improvement

+30 points
median score increase for SavvyMoney users who improved

YOY CREDIT SCORE TRENDS

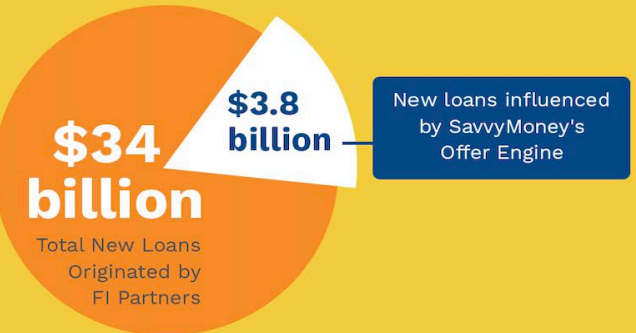


YOY CREDIT CARD UTILIZATION

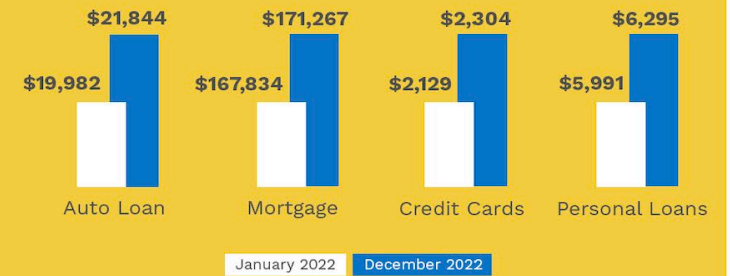


*material improvement is a 10 points or higher improvement over a 6 month period using SavvyMoney

2022 New Loans Originated From SavvyMoney Users



SAVVYMONEY USER AVERAGE LOAN BALANCES



"We take great pride in helping our financial institution partners build stronger relationships and improve the financial wellness of their consumers. In 2023 we remain committed to empowering our partners with tools and resources their consumers need. Thank you for your continued partnership."

JB Orecchia, President and CEO SavvyMoney

savvymoney®

savvymoney®



We're way more than a credit-score feature.

We're a full-scale solution with proven ROI.

- ✔ Personalized product offerings
- ✔ Streamlined applications
- ✔ Recurring engagement drivers
- ✔ Marketing materials and assets
- ✔ Brand loyalty enhancer





We're in your corner.

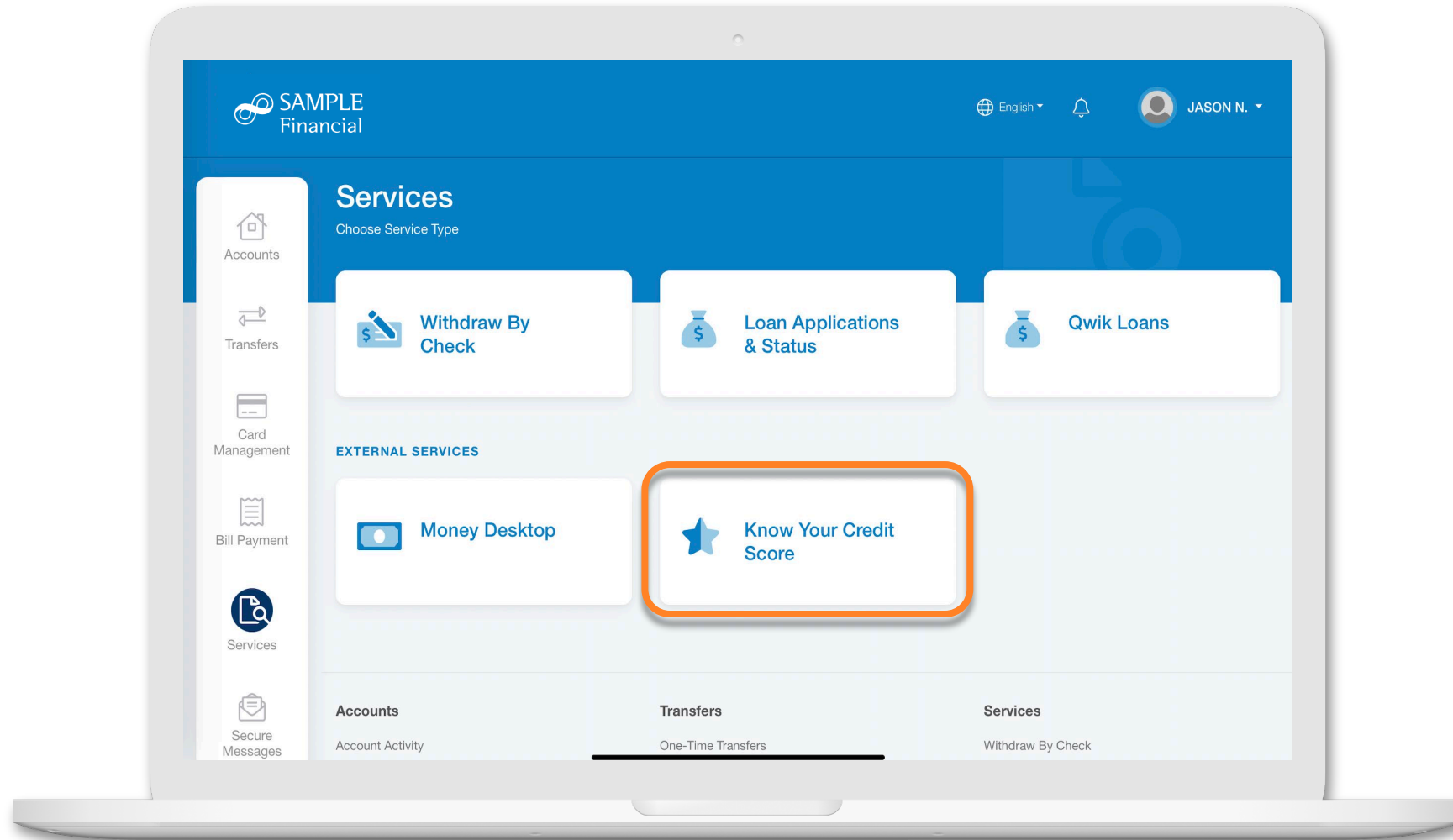
Here's why over 1,100 banks, credit unions, and fintechs along with 40+ digital platforms choose SavvyMoney as their trusted partner.

- ✔ Market-leading technology
- ✔ Hands-on support
- ✔ Easy integration

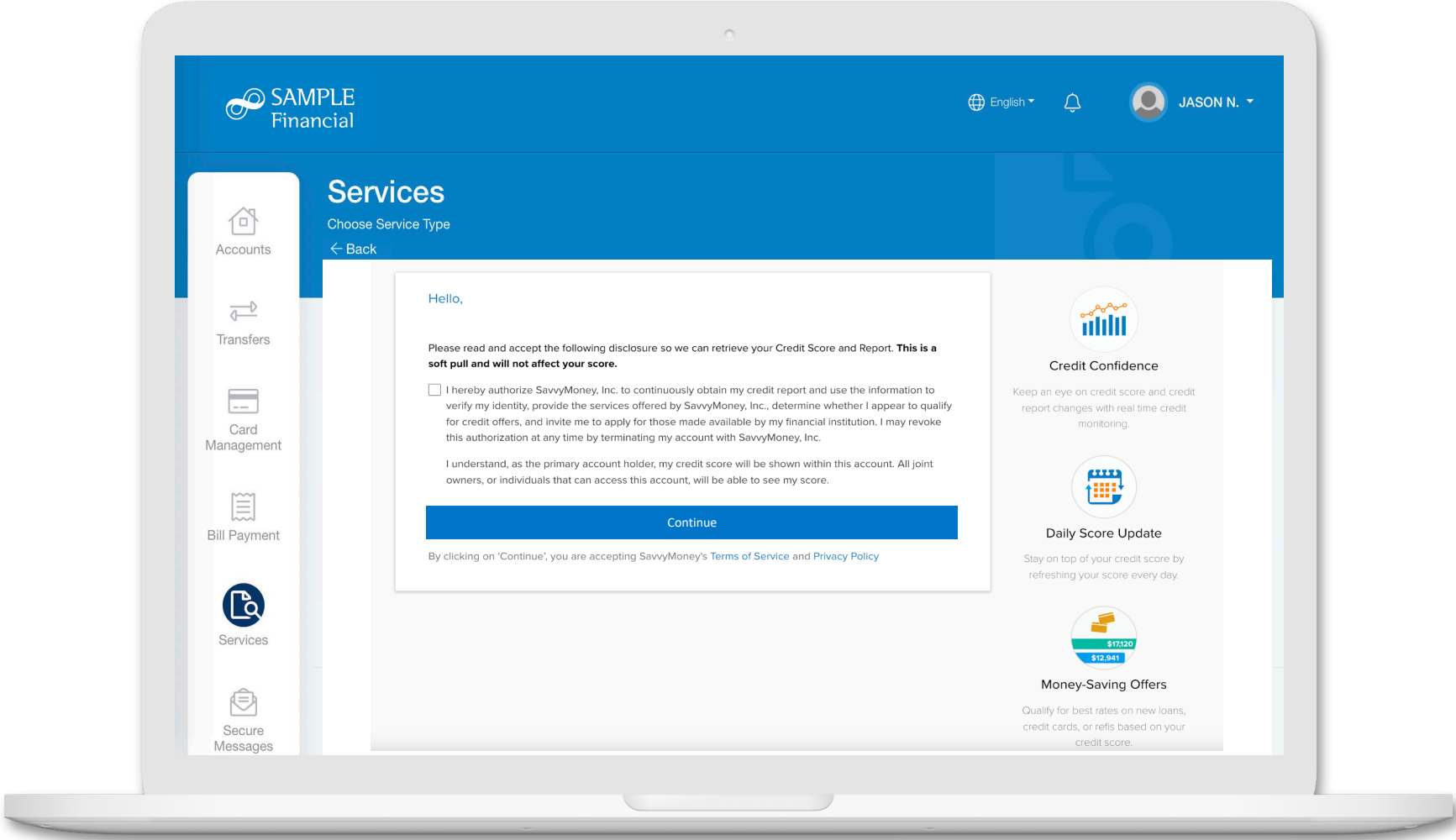
And here's our
solution in action.



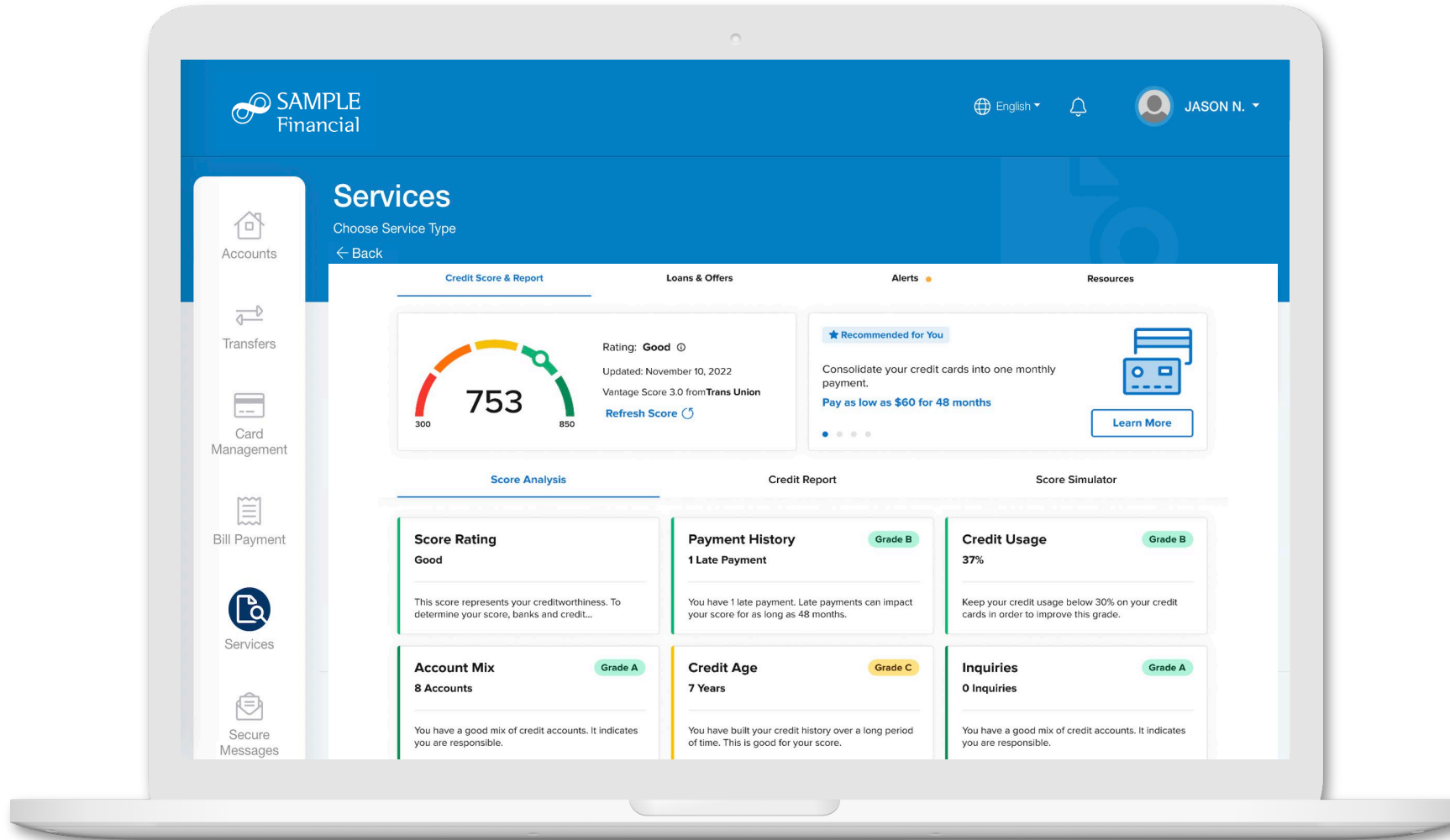
Seamless digital banking integration.



One-step, frictionless enrollment.



Integrated credit dashboard.



Increased exposure with native content.

The image shows a laptop displaying a financial portal for 'SAMPLE Financial'. The user is identified as 'JASON N.'. A central notification box titled 'Know Your Credit Score' is overlaid on the page. The notification contains the following text:

Know Your Credit Score

Get Your Credit Score and be informed!

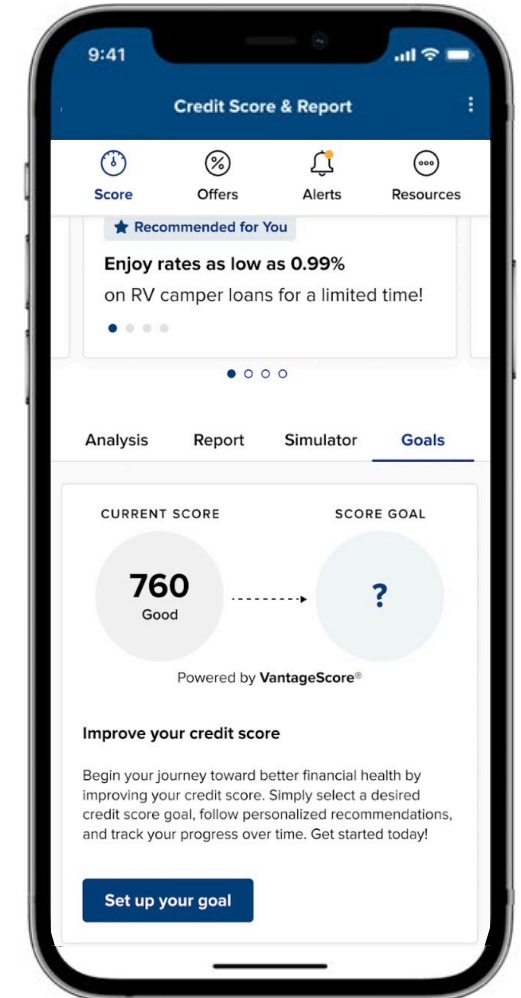
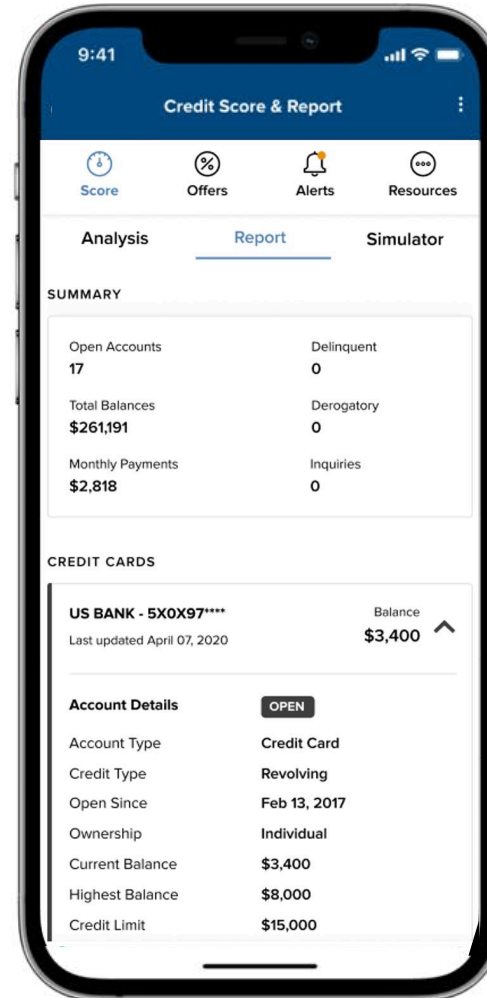
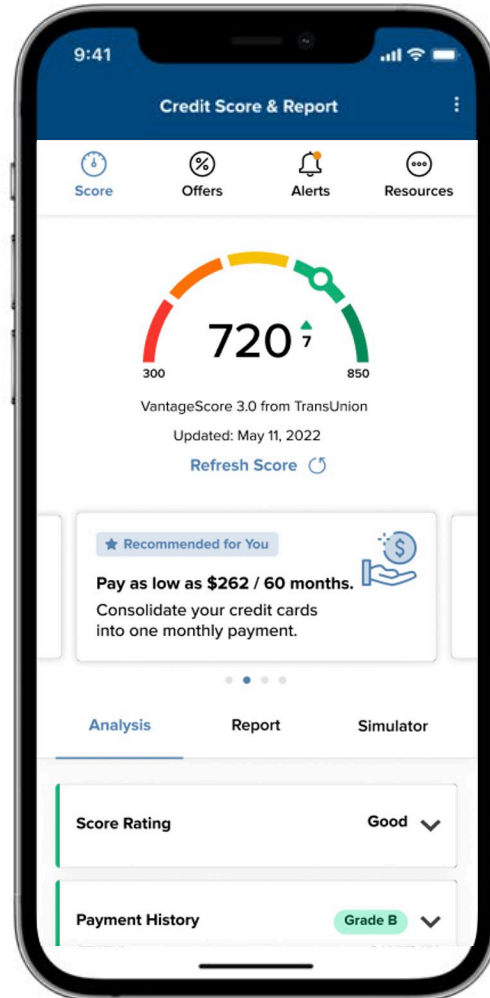
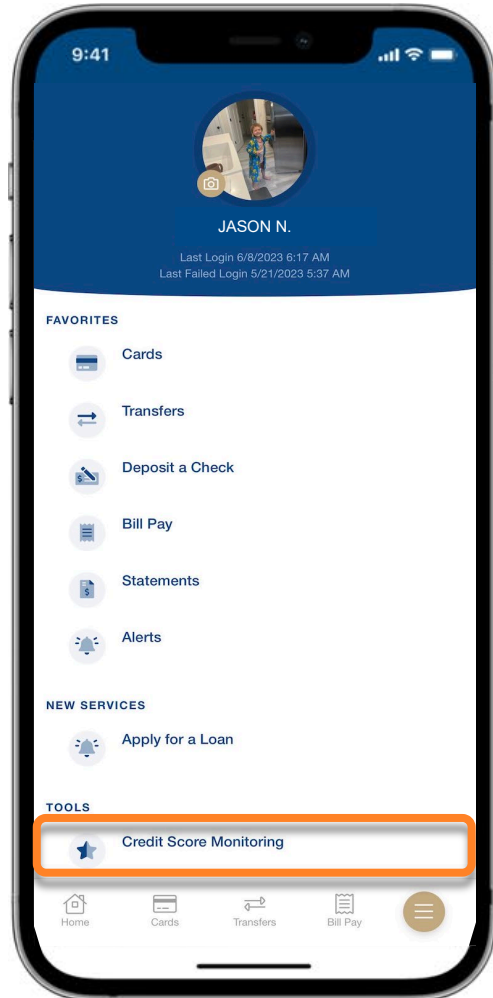
If you are using the Mobile App: Click the 3 line menu on the bottom right and then select the **Know Your Credit Score** link under the Services.

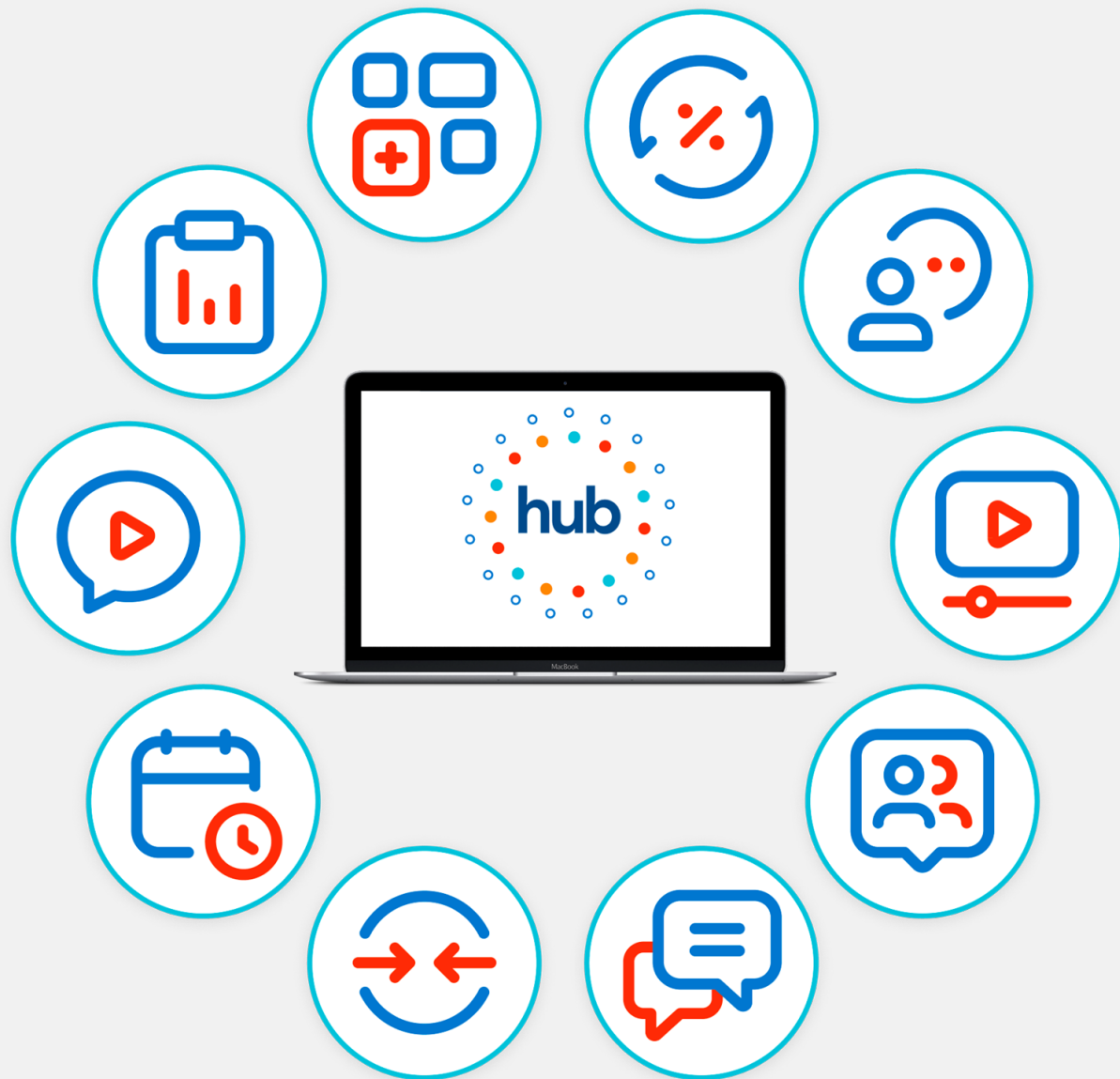
If you are using the Browser version of CUAnywhere: click the Services icon on the left side of the screen and then click on **Know your Credit Score**

OK

To the right of the notification, a 'Smart Vacation Loans' card is visible, featuring a photo of a family on a boat. Below this, a 'Know Your Credit Score' card is highlighted with an orange border. This card includes the text 'Credit Score. And More.', an 'Enroll Today' button, and a small image of a mobile app interface showing a credit score of 720.

Mobile app integration.





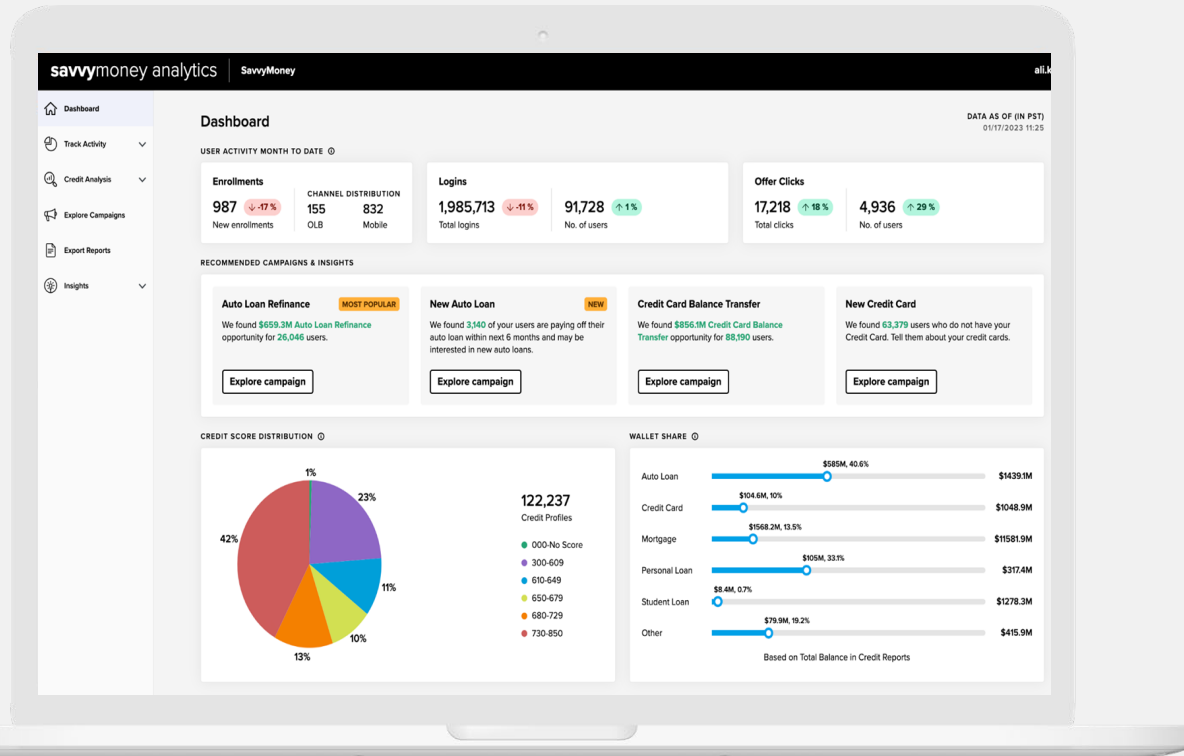
The Hub.

Your one-stop shop for all things SavvyMoney!

- ✓ Marketing Resources
- ✓ Real-Time Rate Updates
- ✓ Case Support
- ✓ Product Guides
- ✓ Webinar & Newsletter Archives
- ✓ Partner Community Exchange

Analytics Platform.

Accessible through The Hub



- ✓ Member & Credit Union Success Reporting
- ✓ Offer Activity Reporting & Targeting
- ✓ Compounded Credit Data & Competitor Insights

CASE STUDY
CoVantage Credit Union
 How the credit union used data & analytics to drive growth in just 60 days

AT A GLANCE
About CoVantage

- 150,000+ members
- 66,050 digital banking users

SavvyMoney Partnership

- Established October 2021
- 55% user adoption

Impact

- \$8MM+ funded loan growth directly tied to the campaign

\$8.1M
IN LOAN GROWTH

"With SavvyMoney, we simply and quickly turned data into targeted recommendations. From our personal loans and credit cards, we've seen our offers especially informed of the specific credit union customer."

Howard Heinrich
VP OF CONSUMER LENDING

CASE STUDY
Lanier Federal Credit Union
 How the credit union used data and analytics to drive auto loan refinancing

AT A GLANCE
About LFCU

- Georgia-based
- \$68MM+ in assets

SavvyMoney Partnership

- Established September 2021
- 29% OLB user adoption

Impact

- Record high sales
- 85% of new auto loans directly attributable to SavvyMoney

\$2.8M
FUNDED AUTO LOANS

"Not only has Savvy helped us drive increased volume, but it's also enhanced our experience for our members. And, I have to say, the SavvyMoney team is as the solution itself!"

Damian McNeese
MANAGER, LENDING

CASE STUDY
TTCU Federal Credit Union
 How TTCU drove loan volume by encouraging their members with SavvyMoney.

AT A GLANCE
About TTCU Federal

- 148,000+ members
- 65,000 digital banking users

SavvyMoney Partnership

- Established December 2021
- 41% user adoption

Financial Impact

- \$8.7MM+ loan volume influenced by SavvyMoney

\$8.7M
IN LOAN GROWTH

"As part of TTCU's vision of life through financial literacy, we are committed to helping our members achieve their financial goals. SavvyMoney enables us to provide a real-time credit score via our digital banking platform, which also comes with product recommendations designed to help members maximize their financial health. Usage statistics indicate this feature is very popular with our members."

JEFF BAENZIGER
VICE PRESIDENT, DIGITAL

CASE STUDY
All In Credit Union
 How the credit union used SavvyMoney's loan application solution to increase conversion rates.

AT A GLANCE
About All In Credit Union

- 143,000 members
- \$2B in assets

SavvyMoney Partnership

- Launched March 2019
- 46% online banking user adoption

Impact

- 3-click app process
- 43% increase in completed applications

145%
INCREASE TO APPLICATION SUBMISSIONS

"We were seeing good engagement with digital offers but low application submission rates. Once we replaced our long application process with SavvyMoney's streamlined 3-click experience, we saw application volume increase almost immediately."

Todd Peoples
SVP, SALES & LENDING

SITUATION

All In Credit Union was eager to measure the impact that SavvyMoney's streamlined, 3-click digital loan application product would have on its loan volume and conversion rates. The MeridianLink API-based product, which can be easily implemented without requiring extensive development, is designed to make it easier for digital banking users to take advantage of personalized offers delivered through SavvyMoney's credit score solution. All In Credit Union started to leverage the new 3-click application with SavvyMoney users in May 2022 and the results have been astounding.

RESULTS

- Prior to leveraging SavvyMoney's new loan application submission product All In Credit Union was averaging about a 45% completion rate.
- After implementing the new application experience, All In started averaging a 63% completion rate
- In addition to increasing application volume, All In Credit Union was able to substantially improve the member experience by leveraging SavvyMoney's offer engine and marketing tools which make it incredibly easy to deliver personalized offers and messaging at the member-level.

savvymoney

Success Stories.

A win/win/win partnership.

145% Lift in loan app completion

\$8m Loan growth in first 60 days



The SavvyMoney Difference.

We're committed to your success.

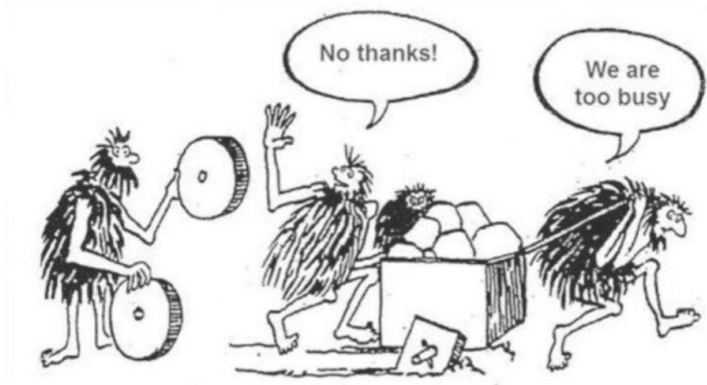
- ✔ Robust credit score solutions
- ✔ SavvyMoney Hub for benchmarking, marketing materials & more
- ✔ Real-time data & analytics that uncover insights & opportunities
- ✔ Ongoing support & personalized service



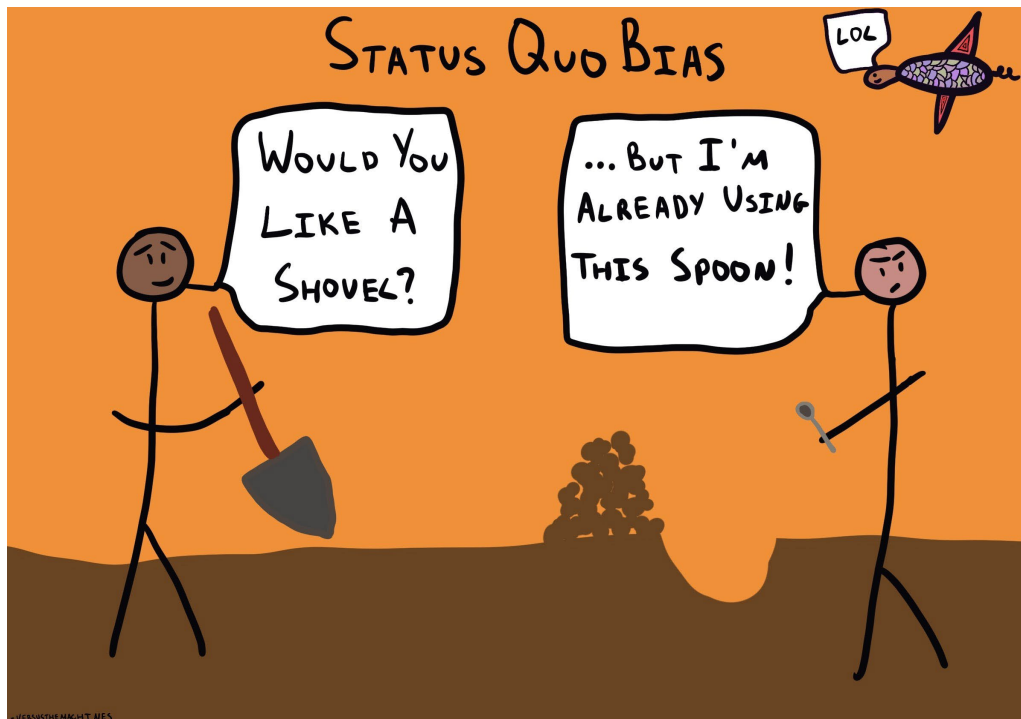
Thank you!

Stop by our booth to learn more.

savvymoney[®]



The Status Quo Bias - We don't like to change.
How to overcome this bias to make improvements



Take-Away #1- Learn how to overcome bias to make improvements

Challenge yourself and your credit union to begin exploring change and adapting to the new way of banking. Stay up-to-date on market trends and what your members are asking for. Get involved and talked to your peers regarding how to implement this new technology and use the "wheel" to gain momentum.





Digital Innovation Lab

Collaborate with peers (customers & non-customers) to discuss a digital topic, vet a digital partner/solution, design a feature concept, come up with a new innovation and more!

Begins August 10, 2023, 10-11AM.



Take-Away #2- Get Involved- Mission Minded with Common Purpose

Become a part of the mission-minded team for innovation. Join the monthly Digital Innovation Lab (Ask Yourself, "How Does That Make You Feel") and get your staff involved. Check out the podcast each month and learn what other credit unions are doing to encourage you to continue to grow and evolve.





Take-Away #3- Take Advantage of What's Available

Setup a one-on-one annual Digital Review session through your Account Manager to review your Digital Roadmap and strategy with the Digital team. Learn what is available to enable now, what integrations we offer, what partnerships/organizations you can join, what is coming and more.

Let us align roadmaps & partner together.



Come by the
**VisiFI Innovation Station &
SavvyMoney Booth**
after this session if you have
additional questions.

Thank you

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