80 million strong
Annual buying power

1.3 trillion dollars
most educated & diverse
72% spend money on experiences

Factinate April 2018
84% make annual donations

70% donate their time

Factinate April 2018
Technology is a lifestyle
Convenience
43% would open a bundled Amazon Checking Account
“No one taught me to use money. These apps make it fun & teach me to be responsible. If only my bank would do that…”

Millennial Chicago Study Participant
Zenmonics September 2018
Fintech adoption by age

18-24: 37%
25-34: 48%
35-44: 41%
45-54: 30%
55-64: 22%
65-74: 15%
75+: 9%

SOURCE: EY © July 2017 The Financial Brand
Why consumers use fintech providers instead of traditional institutions

- More attractive rates/fees: 24%
- Better online experience and functionality: 21%
- Access to different products and services: 21%
- Easy to set up an account: 21%
- Better quality of service: 16%
- More innovative products than available from a traditional bank: 14%
- I like to try new products and services before anyone else has them: 8%
- I like to support new businesses/products/ideas: 7%
- Greater level of trust than with traditional institutions: 6%

SOURCE: Ernst & Young Consumer Banking Survey © June 2017 The Financial Brand
Who uses P2P and how often?

Millennials were the first to jump on peer-to-peer capabilities. Usage shows how many use P2P over cash or a check. The frequency chart gives the percentage in each demographic of those who use P2P at least once a week.

- **Millennials**: 49%
- **Gen X**: 39%
- **Boomers**: 32%

Source: Early Warning
Who uses P2P and how often?

Millennials were the first to jump on peer-to-peer capabilities. Usage shows how many use P2P over cash or a check. The frequency chart gives the percentage in each demographic of those who use P2P at least once a week.

- **Millennials**: 75%
- **Gen X**: 69%
- **Boomers**: 51%

Source: Early Warning
Experiences
Thinking about my needs

not your products

Deloitte - 2018
81% call themselves savers
only 24% understand financial products and services
Is this a cd?
Engagement
Building Connections
what do I need?
Rewards

No/Low Fees

Convenience
8 out of 10

 Millennials say they would switch accounts for better rewards

SOURCE: Kasasa © March 2017 The Financial Brand
No Fees

30%

will switch for a free year
Mobile First

not mobile only...
Location

4.7 monthly in-person interactions
67% want wellness tools from their bank
Begin with the end in mind...
Barriers to digital transformation facing traditional banking providers

- Legacy technology environment: 50%
- Lack of unified vision for “digital” across the organization: 44%
- Lack of skills and expertise: 38%
- Lack of budget(s): 31%
- Lack of clarity on which department(s) owns “digital”: 24%
- Lack of dependable technology partners: 19%

SOURCE: Efma/Finacle © February 2017 The Financial Brand
Rethink products

Integrated Wellness

Mobile Origination
Mobile Account Opening

no longer optional
Engagement with trust and values
Tracey Dunlap
Chief Experience Officer
Zenmonics, Inc.

www.zenmonics.com