

Filene Research Institute 

**THE NEXT STEP FOR INNOVATION:
THE LAB AT FILENE**

April 19, 2022

WELCOME

TODAY'S AGENDA

◇ Welcome

- The Lab at Filene Overview

◇ Introduction of Panelists

- Founding Sponsors of The Lab

◇ Panel Discussion

◇ Q&A with Panel



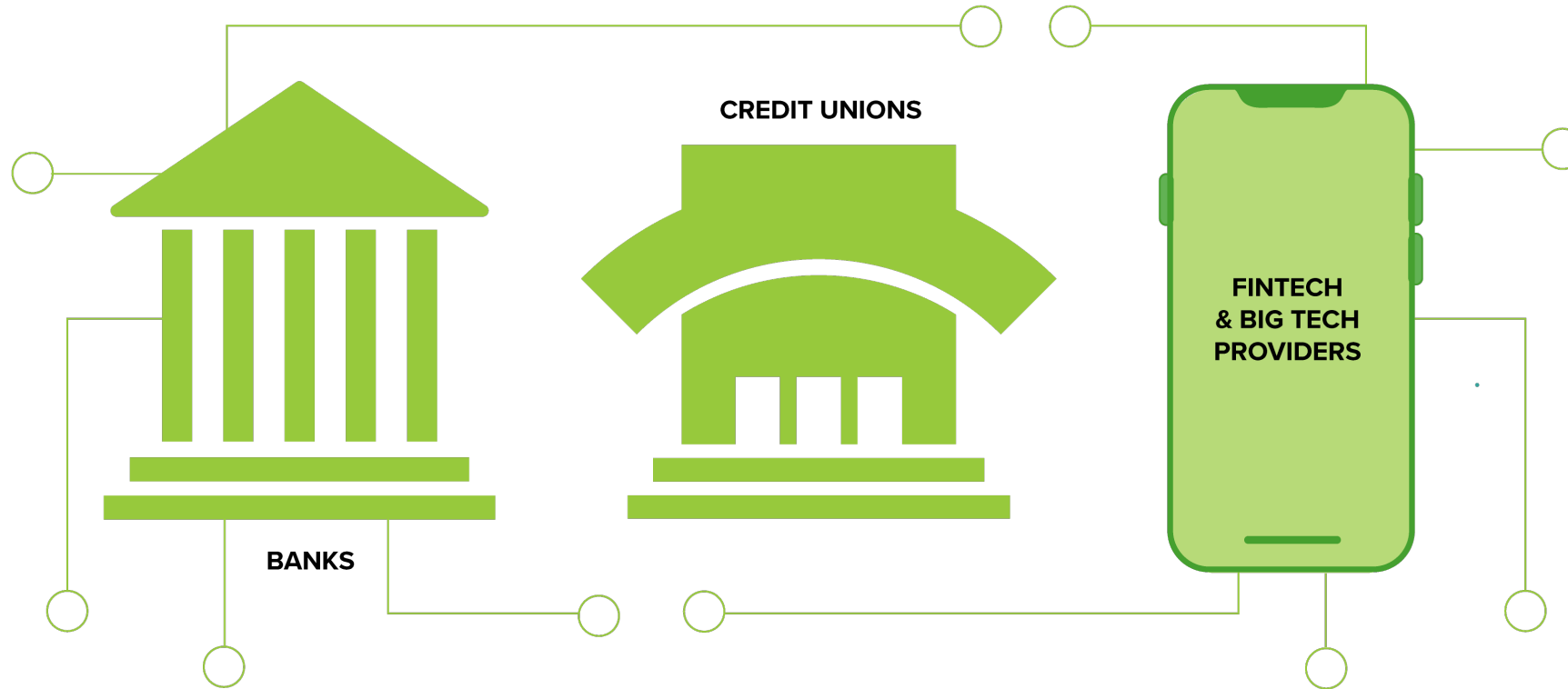
JOSH SLEDGE

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THE NEXT STEP FOR INNOVATION

THE FINANCIAL LANDSCAPE IS CHANGING



THE NEXT STEP FOR INNOVATION

MEMBER EXPERIENCE & ENGAGEMENT

CONSUMERS HAVE COME TO EXPECT **SEAMLESS OMNICHANNEL DELIVERY AND 24/7 ACCESS TO DIGITAL TRANSACTIONS AND TOOLS.**



Dissatisfied credit union members are **three times as likely to be unhappy** with their mobile banking options as dissatisfied bank customers.



22% of credit union members would **switch financial institutions over innovation**, including 30% of millennials.

Sources: PYMNTS | PSCU

THE NEXT STEP FOR INNOVATION

THE INNOVATION ADVENTURE



THE NEXT STEP FOR INNOVATION

THE LAB AT FILENE



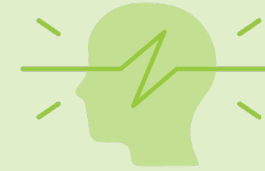
The Lab*
at Filene

PURPOSE

Help credit unions adapt and grow by creating an efficient testing platform for emerging solutions and getting answers to the questions that matter most.

TARGET OUTCOMES

Faster identification and adoption of proven solutions that...



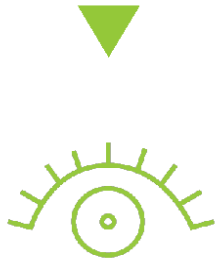
...fuel credit union **growth** and...



...deepen credit union **impact** in communities.

OUR PROCESS

The Lab at Filene takes the next step in innovation by testing products and ideas to help credit unions grow and make a positive impact on their members and communities.



SEEK

We identify promising products, programs, and technology that address key challenges facing credit unions and their members.



TEST

We conduct tests and rapid prototyping to assess solutions for their desirability, impact on members, and contribution towards credit union growth.



SCALE

We help increase adoption of promising concepts through implementation guides, online tools, and workshops.

ANNUAL PROCESS

DESIGN TESTS

- ❖ Sponsors and partners will select test topics identified by Filene from a growth and impact focus.
- ❖ Filene will develop test plans designed for limited set-up and “quick and nimble” execution.

1-2
MONTHS

RUN TESTS

- ❖ 2-3 credit union sponsors or Filene members will be recruited for each test.
- ❖ Filene will support test execution at participating credit unions.
- ❖ Filene’s Research Center for Innovation & Incubation Fellow will advise through an ongoing evaluation process.

8-9
MONTHS

SHARE LEARNINGS

- ❖ Findings will be shared with Filene members and the broader stakeholder network.
- ❖ Consideration for next steps and scaling opportunities will be evaluated.

1-2
MONTHS

TESTING

What might The Lab test? *(Hypothetical Examples)*

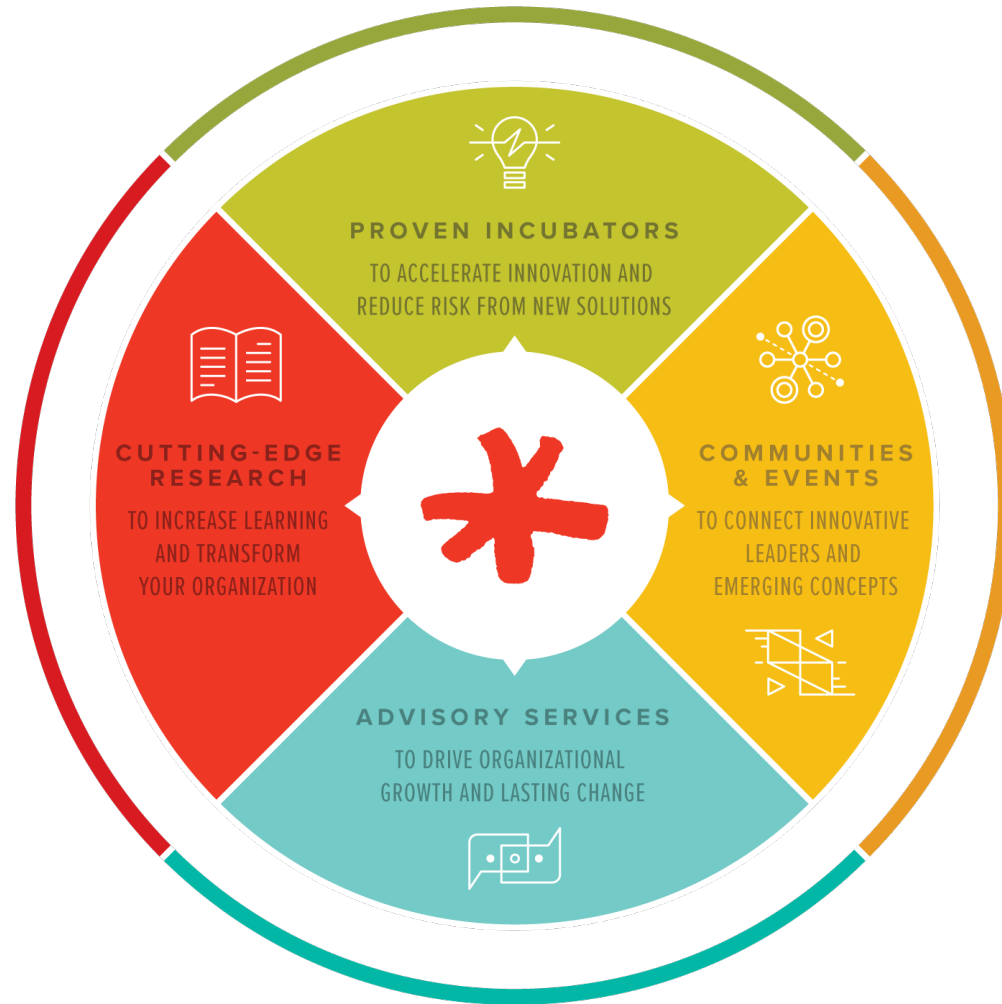
- ◇ Run data analysis on member transaction data to identify new loan growth opportunities.
- ◇ Identify early-stage concepts born in Filene's i3 program that show potential for live pilot testing to determine desirability, feasibility, and viability.
- ◇ Pilot an income-building, mobile platform and identify how the credit union's financial bottom line is impacted when members make more money.

Possible testing approaches include (but are not limited to):



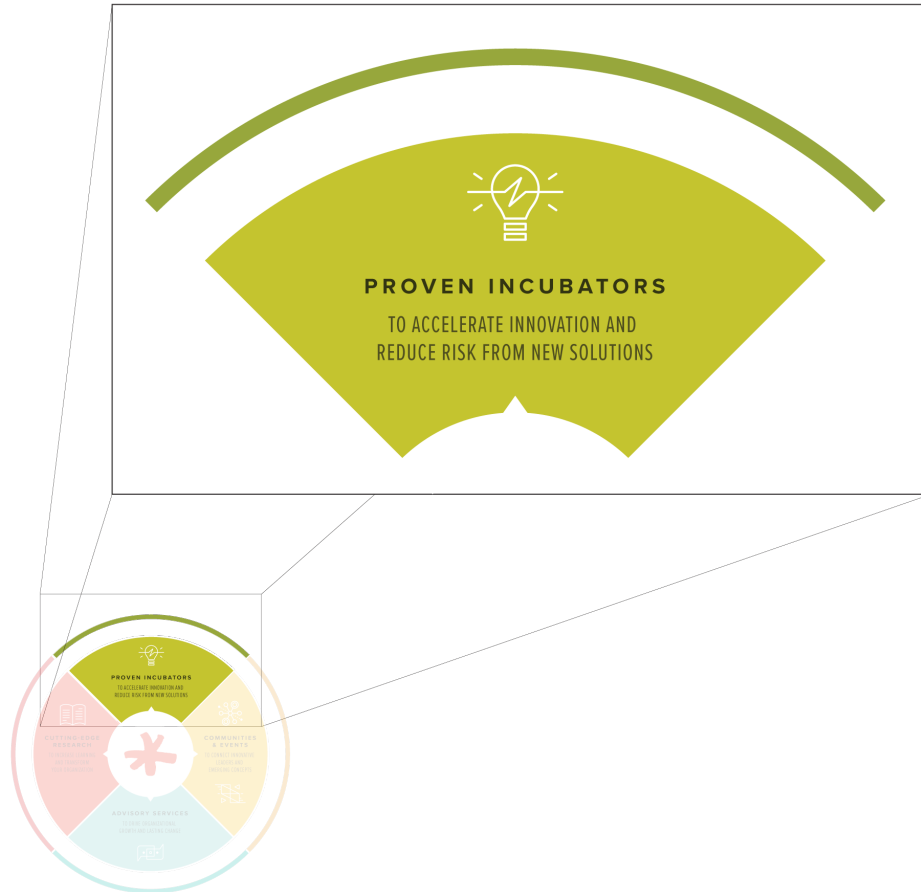
THE NEXT STEP FOR INNOVATION: THE LAB AT FILENE

THE BIG PICTURE



THE NEXT STEP FOR INNOVATION: THE LAB AT FILENE

THE LAB AT FILENE



The Lab is one piece of the bigger Filene picture. By leveraging Filene’s cutting-edge research and engaging the market to identify emerging innovations, The Lab will provide an efficient platform for exploring solutions that matter most.

Our proven testing methodology creates capacity for credit unions to rapidly test and implement promising concepts. The Lab’s tests will yield insights that support credit union growth and community impact, building an ecosystem of innovation.

OUR TRACK RECORD

INCUBATING FOR COMMUNITY IMPACT

2014-2020

10 Products Tested

82 Credit Unions

40,000 Consumers

\$185 Million in
Loans and Savings

Accessible Financial
Services Incubator
&
Reaching Minority
Households Incubator

INCUBATING FOR GROWTH

2018-2020

7 Products Tested

73 Credit Unions

3,200+ Consumers

Fintech and
CU partnerships

FinTech Catalyst Incubator

i3 COMMUNITY

2004-PRESENT

500+ Products Tested

300+ Credit Unions

Millions of Consumers

Several Products
to Market

Innovation Leadership Program

THE LAB AT FILENE

2022-PRESENT

The Lab at Filene is
the newest addition
to our innovation and
incubation program.

THE NEXT STEP FOR INNOVATION: THE LAB AT FILENE

SPONSOR PARTICIPATION



SPONSORS



SPONSOR PARTICIPATION

- ◆ Strengthen the credit union system's capacity for innovation and spark growth with cutting-edge research.
- ◆ Join an exclusive cohort of forward-thinking credit unions and system organizations.
- ◆ Shape Filene's innovation agenda by participating in the final selection of ideas to be tested from a set of concepts vetted by Filene.
- ◆ Build relationships and learn from innovation experts, academics, and innovative-minded credit unions and system organizations.

BENEFITS

DESIGN TESTS

- ◇ Ability to shape The Lab's testing agenda
- ◇ Attend selection meeting (4 votes)
- ◇ Advise on test design

RUN TESTS

- ◇ First priority in test participation
- ◇ Connect quarterly for networking, sharing learnings, and innovation development
- ◇ CU testers receive ongoing Filene support

SHARE LEARNINGS

- ◇ Collaboration with CoE research agenda
- ◇ First to hear test findings
- ◇ Advise on scaling option
- ◇ Be first to market with promising solutions

THE NEXT STEP FOR INNOVATION: THE LAB AT FILENE

WELCOME PANELISTS



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QUESTIONS?



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THANK YOU

ACKNOWLEDGMENTS

Filene thanks its founding sponsors of **The Lab at Filene** for helping credit unions adapt and grow by creating an efficient testing platform for emerging solutions.



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