

SOURCE

BLUEPRINTS FOR INNOVATION

The Latest Concepts from Filene i³

DESCRIPTION



KEY CONCEPTS

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FROM

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i3

IDEAS

INNOVATION

IMPLEMENTATION

BLUEPRINTS FOR INNOVATION

What's your competitive advantage? Are you working towards the future? Or are you "working on the treadmill of today?"

With what seems like nonstop internal pressure, just to get work done, finding time to think strategically about cutting-edge research and innovation possibilities to make your credit union stronger can often seem like a stretch. But don't sweat it, your R&D team from Filene has got you covered.

Over the last six months, the Filene i³ innovation teams have been working on some creative solutions to some of the most challenging problems we are seeing in our research and hearing from you, our credit union members. The output of their hard work is highlighted in this brief.



Filene extends its sincere appreciation to CSCU for their commitment to credit union innovation and support of Filene i³.



FEATURED
CONCEPT

YORO

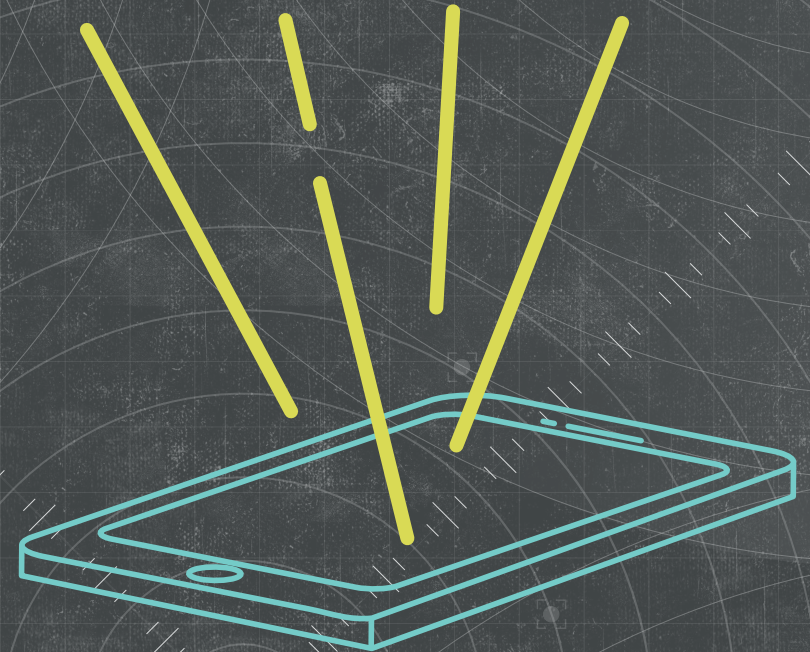
Problem:

How might we use these advances in behavioral economics, along with cutting edge technology, to help younger generations make better financial decisions for their future selves?

Innovative Solution:

YORO is a mobile-based technology that merges the Behavioral Economics elements of account aggregation, geolocation, data science, and gamification to make the spending decisions young adults make every day more relevant.

#401K



LEARN MORE ABOUT
YORO



BANK AHEAD

Problem:

How might we reduce wait times for members in the branch?

Innovative Solution:

Bank Ahead, an integrated mobile application that gives the member a selection of services to prepare in advance to reduce their waiting time.



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LEARN MORE ABOUT
BANK AHEAD

SAVE-IT!

Problem:

How might we leverage money saved by consumers during retail transactions to build actual savings?

Innovative Solution:

Savelt uses Optical Character Recognition technology to read discounts on sales receipts and prompts users to save the amount displayed, with flexibility and control.



LEARN MORE ABOUT
SAVE-IT!



CULTIVATE

Problem:

How might credit unions make financing more attainable for aspiring women entrepreneurs?

Innovative Solution:

Cultivate, a line of credit catered specifically for those who want to grow their passion into profits. Ideally, Cultivate will provide financial guidance for starting a small business while serving as a tool to easily separate personal from business.



LEARN MORE ABOUT
CULTIVATE

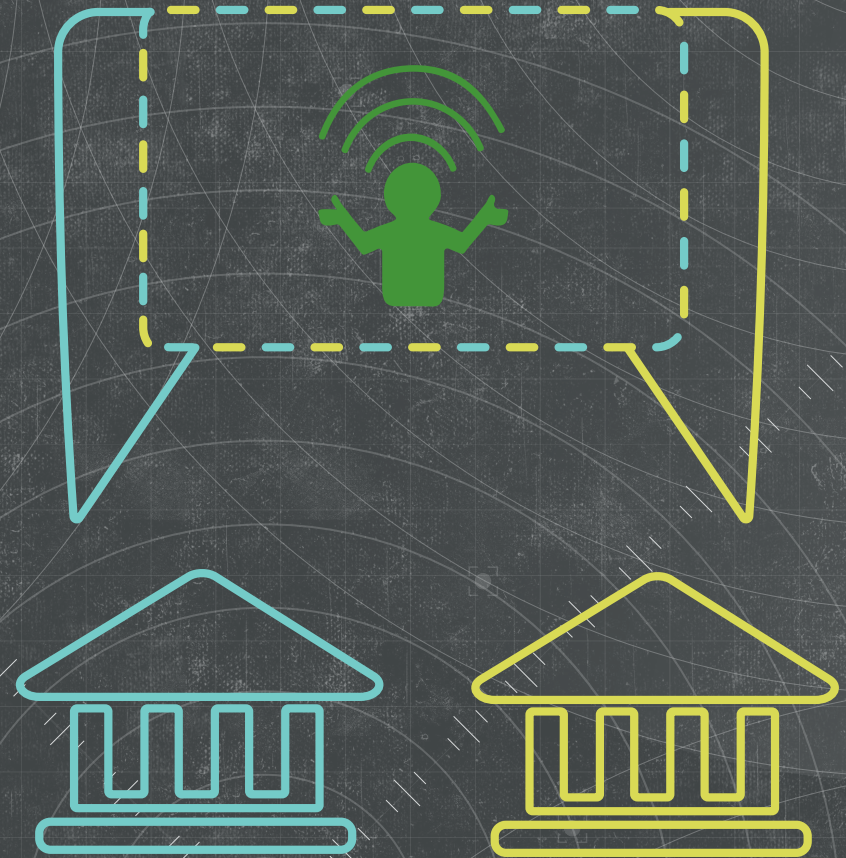
CULLABORATE

Problem:

How might credit unions make financing more attainable for aspiring women entrepreneurs?

Innovative Solution:

Through collaboration, credit unions will offer digital-first consumers an unparalleled online experience – from searching, to application, fulfillment and support to create awareness and sustain ongoing relevance lives of current and future generations of members.



LEARN MORE ABOUT
CULLABORATE

RETIREMENT ROAD MAP

Problem:

How might we encourage healthy financial and life behaviors for pre-retirees aged 40 to 65?

Innovative Solution:

Retirement Roadmap, the unique credit union retirement planning platform that combines a holistic view of retirement with activities and rewards designed to promote long-term engagement.



LEARN MORE ABOUT
RETIREMENT ROAD MAP



POCKET PROTECTOR

Problem:

How might we help people prepare for unplanned financial events?

Innovative Solution:

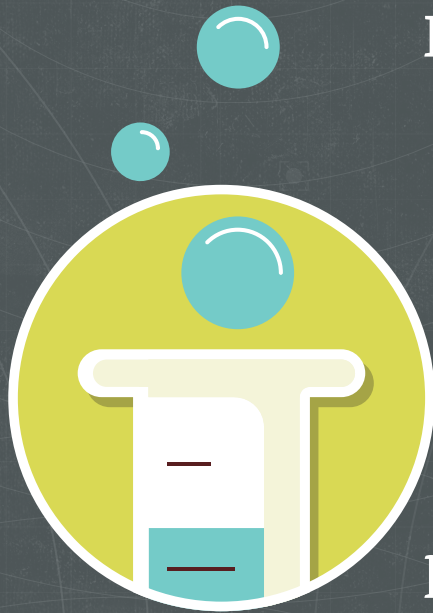
Pocket Protector is a proactive budgeting tool that partners with consumers using real-time interaction helping establish and maintain budgetary goals via preventative behavior methodology.



LEARN MORE ABOUT
POCKET PROTECTOR



NOW IT'S YOUR TURN



It's up to you.

We need your help in testing these ideas further in our incubator to truly bring these concepts to life. If there is a solution that fits in your credit unions goals or solves a problem you are seeing, let us know at innovation@filene.org.

