



Listen by Design: Build a Solution Based on What Your Members Want

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A digital destination story





aimme™

Financially Forward

Building technology for the middle market

Hackathon/Brainstorming



Idea and Business Plan

Ethnography/Interviews



Design and Functionality

Build/Deploy



Test/Learn/Refine



The Saver

Growing deposits with savings plans and rewards

Choose a simple savings plan


Start saving right away with a **pre-set plan**. We've created a few options to make it fast, easy, and fun to hit your savings goals.



52-week blast off

Launch your savings with weekly transfers that start at \$1 and grow by \$1 every week for a year. And at the end, you'll have \$1,378!


\$1 - \$52 per week for 52 weeks



\$50 one-time boost

Pop an extra \$50 into savings right now. It only takes a minute and you probably won't even miss it.


\$50 one-time transfer



1-month coffee challenge

Get out that travel mug! Rather than buy your daily coffee, brew it at home and save what you usually spend.


\$10 per week for one month



Gas guzzler

Can you ride the bus, jump in a carpool, or hoof it? Rethink your commute and save your gas costs for one month.


\$10 per weekday for one month



5-week supercharge

Go from zero to \$500 in just five weeks. Your savings skills might surprise even you.

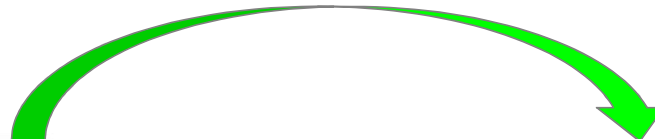
\$100 per week for five weeks



Emergency savings

In just six months, you can give yourself a little cushion with a \$500 emergency fund. You'll thank yourself later, we promise.

\$83.34 per month for six months




Earn aimme rewards

Saving money is its own reward, but an extra bonus is always nice. Check out these contests and challenges to earn aimme rewards and boost your savings even more.

Rewards

Status



\$500 new member contest

One new aimme member will win a \$500 aimme savings deposit! Get one entry for every \$25 you save through recurring transfers in aimme. Enter up to 10 times before the contest ends on xx/xx/xxxx. [View the official drawing rules](#)

Expired

Set a transfer




The Shopper

Making the right product available at the right time

Check out these offers **just for you!**
Find ways to save money today and prepare for tomorrow

Had enough of high car payments?




Check out flexible terms, low rates, and an application that takes only minutes

[Learn More](#)

[Apply online](#)

Can you lower your mortgage payment?




Fixed or adjustable rates, plus refinancing and first-time homebuyer programs

[Learn More](#)

[Explore options](#)

Compare credit cards



Check out all the credit card options

[Learn More](#)

[Build your credit](#)

Using data to prioritize and position offers allows members to learn about the right product at the right time resulting in acquisition of new credit union products at rates as high as 13.5%



The Indirect Member

Building the relationship by offering more


Get a \$200 bonus*

You need a checking account to make transfers and set aside money in aimme. But now is a great time to get one! Open a new checking account and start using direct deposit to get a \$200 boost in your new account*.

[Go to Your Credit Union](#)

Move your checking to and get everything a bank offers—plus the benefits of credit union membership

- ✓ Convenient branch and ATM locations
- ✓ Easy online banking
- ✓ Mobile deposit
- ✓ Cash back credit cards
- ✓ Competitive loan rates
- ✓ High deposit rates
- ✓ Fewer fees



Convert indirect members to active members by making it easy and rewarding to open a checking account and learn about other offers



The ability for financial institutions to participate in prized-linked savings programs will be dependent upon state specific laws .



What's next for credit unions and their members?

- Customization and white labeling
- Partner engagement
- Seamless implementation



Thank you!

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