SaverLife Solutions Overview
Why We’re Here

67% of employees in the US report being financially stressed. The top financial concern is a lack of emergency savings.

39% of Americans don’t have $400 in emergency savings and millions are living paycheck to paycheck.

$250-$749 in savings makes people less likely to fall into debt, be evicted, or seek public benefits.
Who Are Our Members?

81% women

35-44 median age

60% People of Color
**Design thinking is at the core of our organization**

- **Data-driven design**
- **Culture of rapid prototyping**
- **Co-design partnerships** based on user understanding and desired outcomes
Our Impact

3.1x the savings rate

52% of users deposit $500

14.2% of income into savings

SaverLife works - members triple their savings rate within 6 months
SaverLife empowers our members to save with an active community of almost 400,000 members.

Engaging financial health tools and community forums

Timely resources and financial coaching content

Product Demos: Signing Up, Dashboard
Employees/members participate in national challenges as well as the option of custom employer/organization-funded challenges.

*Three types of challenges to drive savings behavior:*

- **Pledge-based Challenge**
  - *Tax Time Quest*
  - Take the pledge for a chance to win $50! Then earn points for more ways to win.

- **Frequent Savings-based Challenge**
  - *Scratch & Save*
  - Each week: save $5 for a chance to win!

- **Goal-based Challenge**
  - *Race to 500*
  - Save $500 and be entered to win $500!
SaverLife can also set up matched savings incentive.

Employees/members sign up and save in their own bank account through white-label solution

Employer/Organization matches savings through a partnership with SaverLife

Employees/members multiply their savings with organization contribution and build positive financial behaviors

Employee Matched Savings
Your employer will match your savings $1:$1, up to $500!
Aggregate data reporting includes:

Key Metrics (aggregate)

- **Growth:**
  - Sign-ups
  - Linked accounts

- **Savings**
  - % saved at least $10, $20, $30, and $40 per month
  - % who have increased savings since participating

- **Financial Health Score**
  - Saving
  - Spending
  - Borrowing
  - Planning