

# Friends for Financial Wellness (F4FW), New York City Chapter

## Executive Summary

### Moderators

- Dan Dougherty, Founder, F4FW
- Colton Pond, CMO, LoanPro

### First Republic Bank

- Fariha Greenwood, Head of Digital Product & Personal Finance Management

### Ponce Bank

- Steve Hamilton, SVP - Designer in Residence

### Hudson Valley Credit Union

- Desiree Wolfe, SVP, Head of Products and Digital Channels

### JP Morgan Chase

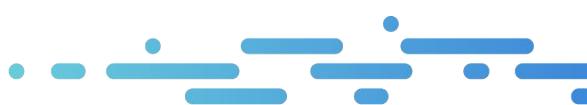
- Sam Vaccaro, Director of Personal Finance Management

### Goldman Sachs

- Sarah Elliott, VP Products

## Agenda

1. *The Founding Members share their “Financial Wellness Professional Why?”*
2. *Fintech Update by Colton Pond*
3. *Redefining how to measure user engagement and why it should matter by Dan Dougherty*
4. *Member led discussion around design thinking and execution by Steve Hamilton*



# Friends For Financial Wellness

## Guiding Principles

### Our Mission

We will lift the financial engagement of the communities we serve by collaborating as a banking community. We will focus on removing obstacles, measuring results, and forging new paths to come together, engage customers and communities in support of financial wellness.

### Our Commonality

The primary competitive threats are national financial brands and *de novo* digital 'banks.' We are also in a way our own competitive threat: If we don't move, morph and anticipate needs, we will lose relevance. We are bankers that serve our communities, and we seek to leverage the proximity and trust we enjoy with our customers and communities as an advantage to maintain long-term relevance.

### Our Members

Our founding members seek like-minded senior executives that fit our commonality. We encourage guests to join our meetings and will accept requests from guests that wish to join our group. We seek diverse perspectives and innovative thinking.

### Our Why?

Peers working together for camaraderie, community, connection, and collaboration to guide our users to financial security; giving people the confidence and choices to control their financial health.

## Next Up - August 26th Boat Ride

### Meeting on Cuttyhunk Island

Dan Dougherty will captain a group of 10 members on a new 30' Wellcraft boat from Padanaram Harbor to Cuttyhunk Island. Mastermind Speaker is Greg Spencer of Passerelle Data. Jim Slocum will lead the member led discussion. On this his first steps on Cuttyhunk he will share stories of the island and how his family once owned and sold the island for \$25.



## Founding Members - What's Your Financial Wellness Why?

- **Dan Dougherty** - I am driven to help bankers engage with their end users like medical doctors interact with their patients to life financial well being.
- **Colton Pond** - I strongly believe that financial institutions are at the center of the ecosystem and as a result, they're able to truly make an impact in the financial lives of the communities they serve. Poverty and financial inequality is a huge problem within America, and I believe that we can all partner together to truly make a difference.

## Fintech Update - Colton Pond

**Current State for Neobanks:** Recently, we've seen a huge exit of neobanks closing doors including Daylight, Kinly, Ahead Finance, and many others. However, recently Bunq (the Dutch neobank) raised \$111M to break into the U.S. market. It'll be interesting to see if Bunq is able to be successful in doing so, but one key difference of Bunq is they aren't fully reliant on interchange revenue for growth. They also lend as a core part of their business, so they may be setup for success.

**Battle for Checking Accounts:** Ron Shevlin just released some research that 47% of new checking accounts are being opened with digital banks/fintechs in 2023.

**Fraud & Risk:** A recent report indicated that criminals stole \$20M from Revolut via a payments loophole. From my perspective, fraud and risk continues to be a growing pain point and prohibits a lot of financial institutions from launching new products.

**Junk Fees:** Bank of America was recently fined \$250 million over junk fees and other issues. In aggregate, this isn't a huge amount of money to Bank of America. However, the damage to their brand and reputation from consumers could be the largest problem. Especially in the day where consumers are hypersensitive to bank fees.

## Dan's Journey to Personetics

Dan took the moment to share how each member of the northeast F4FW group went the extra mile to help and introduce Dan to their many technical providers. The final callout led to a special toast for Alistair Ironside for his deeply thoughtful email recommending Dan to Jody Bhagat, President of Americas at Personetics. That intro led Dan directly to his current role at Personetics.

## Redefine How to Measure User Engagement

Dan shared a summary of his first 75 days at Personetics including a fresh new perspective on how to best measure 'User Engagement'. He walked through how this group has alway measured engagement on PFM adoption in terms of the three measurements:

1. Not Adopted
2. Adopted
3. Engaged

Next he contrasted these to next generation metrics that show possible engagement KPI's as:

1. Insights Read
2. Click through to CTA's from an Insight
3. Completed "Jobs to be Done".

Dan to share slides and set times to dive deeper on this topic with each member and their institution.

## Member Led Discussion

Steve Hamilton shared his unique professional journey into banking. Steve is the SVP - Designer in Residence at Ponce Bank where he works closely with the CEO. Steve is asked and challenged to design new methods to attract first time banking clients while also strengthening relationships with long time customers.

Steve shared with the group an example of how he engaged with Ponce Bank employees and the local community to redesign the Astoria, NY branch where today's meeting was held. Positive outcomes from this branch redesign includes higher client satisfaction and loyalty, increased branch traffic, new account openings and higher community feedback. Steve shared this story at Future Branches in June and received the highest speaker rating of the event as scored by his peers.