

Banzai!

Creating a Culture of Financial Education

teachbanzai.com/wellness



FINANCIAL WELL-BEING

“It is not things themselves that trouble people, but their opinions about things.” —Epictetus¹

On a path through the woods of Thailand, Ajahn Chah took his students on a walk. As they progressed in conversation, Chah abruptly stopped. He pointed to a large boulder near the path and asked his students, “Is that boulder heavy?” Baffled by the obvious question, his students replied, “Yes, of course.” Anticipating this response, Chah said, “Not if you don’t pick it up.”²

Buried in this lesson is one fundamental insight: multiple people can perceive the same thing differently, even when it’s right in front of them.

Leaders in large organizations will often encounter another difference in perception more concretely: they research and vet a new employee benefit, and receive assurances that their staff members will love it and use it, so they enthusiastically roll it out—but the employees don’t use it. It’s a tale as old as the modern workplace.

One employee survey in 2018 found the following:

- **86 percent said they would like a financial wellness benefit; but,**
- **Only 31 percent actually participated when their employers offered that benefit.**³

In other words, when your staff members say they want financial education but don’t use the solution you give them, there’s only one thing to do—find an education solution that speaks directly to their financial well-being.

OBSTACLES TO FINANCIAL LITERACY

“If one does not know to which port one is sailing, no wind is favorable.” —Seneca⁴

Personal financial stress contributes to lower productivity,⁵ higher health-care costs,⁶ and increased absenteeism.⁷ Further, 37 percent of respondents in one large survey admitted to having no real savings goal.⁸

As much we’d like to protect our employees from fads in personal finance, we can’t do it directly. We can, however, influence their thinking and remove obstacles to learning. Some of those obstacles include:

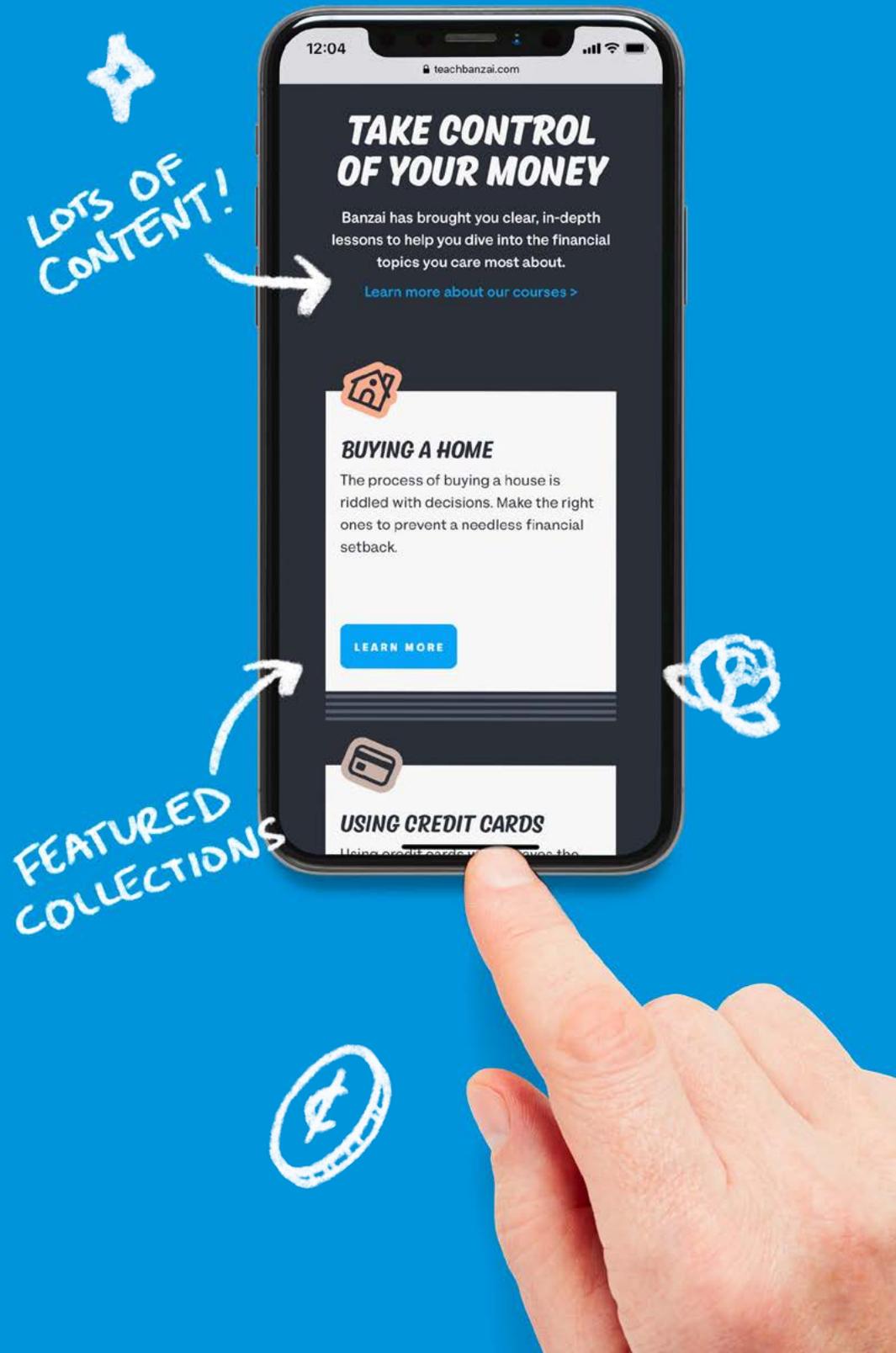
- **Unengaging content, such as videos or superficial blogs**
- **Dogmatic financial advice that’s hard to follow**
- **Stress that leads to short-term thinking and bad habits**

That’s why we at Banzai infuse our financial education solutions with this principle: know where your money is, and know what it’s for. Our online products provide real advice for real people when real life happens. For individual users, they’re interactive, continually updated, and easy to understand. For organizations, they’re scalable, adjustable, and easy to implement.



1. Epictetus. Enchiridion 5. | 2. Jack Kornfield. “Reflections on the Path,” interviewed by Sam Harris. Minute 50:45. Waking Up, smartphone app. | 3. Bank of America Merrill Lynch. “A look at how employers and employees think about the path towards financial wellness,” Workplace Benefits Report (2018): p.5.

4. Seneca. Moral Letters to Lucilius. 71.3. | 5. PricewaterhouseCoopers. Employee Financial Wellness Survey (2017): p.21. | 6. American Psychological Association. Stress in America: Paying With Our Health (2015): p. 3. | 7. Anandi Mani, Sendhil Mullainathan, Eldar Shafir, Jiaying Zhao. “Poverty Impedes Cognitive Function,” Science 30 (August 2018): p. 976–980. | 8. Lexington Law. “[Study] Americans lack savings as a result of poor financial education.” September 24, 2018. <https://lexingtonlaw.com/blog/news/american-savings-poll.html>



TEACH THE VALUE OF A DOLLAR

WELLNESS CENTER

Your One-Stop Shop for Financial Literacy

Comprehensive Online Resource

- 60+ up-to-date articles
- 10 topics
- Robust financial calculators
- Customizable topics
- New resources added continually

Data Analytics

- Logins and sign-ups
- Referral sources
- Usage milestones
- Aggregate user data

Articles

The Wellness Center

How do you teach your children about finance? How much should you save for emergencies? All 63 (and counting) articles are easy to read and continually being updated with the latest facts.

See teachbanzai.com/wellness/topics/saving

TOPICS

- Saving
- Insurance
- Retirement
- Taxes
- Life Changes
- Housing
- Borrowing and Credit
- Investing
- Budgeting
- Running a Business

7 MIN READ
50/30/20 RULE
A simple, practical rule of thumb for individuals who want a budget that is easy to implement.

3 MIN READ
MEET YOUR 401(K)
If you're lucky enough to be introduced to a 401(k), you'll make a friend for life.

4 MIN READ
TEACHING CHILDREN ABOUT MONEY
Perhaps just as important as teaching kids about the birds and the bees is teaching them the value of money.

5 MIN ACTIVITY
BUDGET CALCULATOR

Calculators

The Wellness Center

How will compound interest affect your principal? Which mortgage is right for you? All 18 calculators let users play with the numbers in real time.

See teachbanzai.com/wellness/calculators

BUDGET CALCULATOR RESET

Insert your monthly income and your monthly and yearly expenses to find out your net monthly and yearly income.

MONTHLY AFTER-TAX INCOME
\$ 3,000

MONTHLY EXPENSES

Rent / Mortgage	\$1,200
Food	\$200
Entertainment	\$60
Select a Category	\$
Add another...	

YEARLY EXPENSES

Medical	\$3,000
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BUDGET

The donut chart shows the distribution of expenses: Rent/Mortgage (yellow, largest), Food (green), Entertainment (purple), and Medical (pink).

Analytics

The Wellness Center

The Banzai Manager lets you see what concerns are top of mind for your employees, and the data lets you see them benefiting in real time.

Aggregate: Pageviews, online referral sources, demographics, logins, and sign-ups

Granular: Behavior in the Coach, user article views, contact info

The screenshot displays the Banzai Manager Analytics interface. On the left is a navigation menu with options: Schools, Impact, Direct, Courses, Library, Leads, Coach, Analytics, Offers, and Brands. The main content area shows a search for 'kenna' with filters for 'All Users' and 'Date: recent → oldest'. Below the search results, there are two user profiles for 'kenna'. The first profile shows contact information: EMAIL: Kennalmartin@gmail.com, PHONE: N/A. The second profile shows a detailed view for user #0186, including their name 'kenna', DATE: September 4, 2019, ARTICLE: Planning For Your Health, and REFERRAL SOURCE: referral. At the bottom of this profile, there are two contact options: 'No phone number available' and 'kennalmartin@gmail.com'. The top right of the interface includes links for Notifications, Profile, and Log Out, along with an 'Export CSV' button.

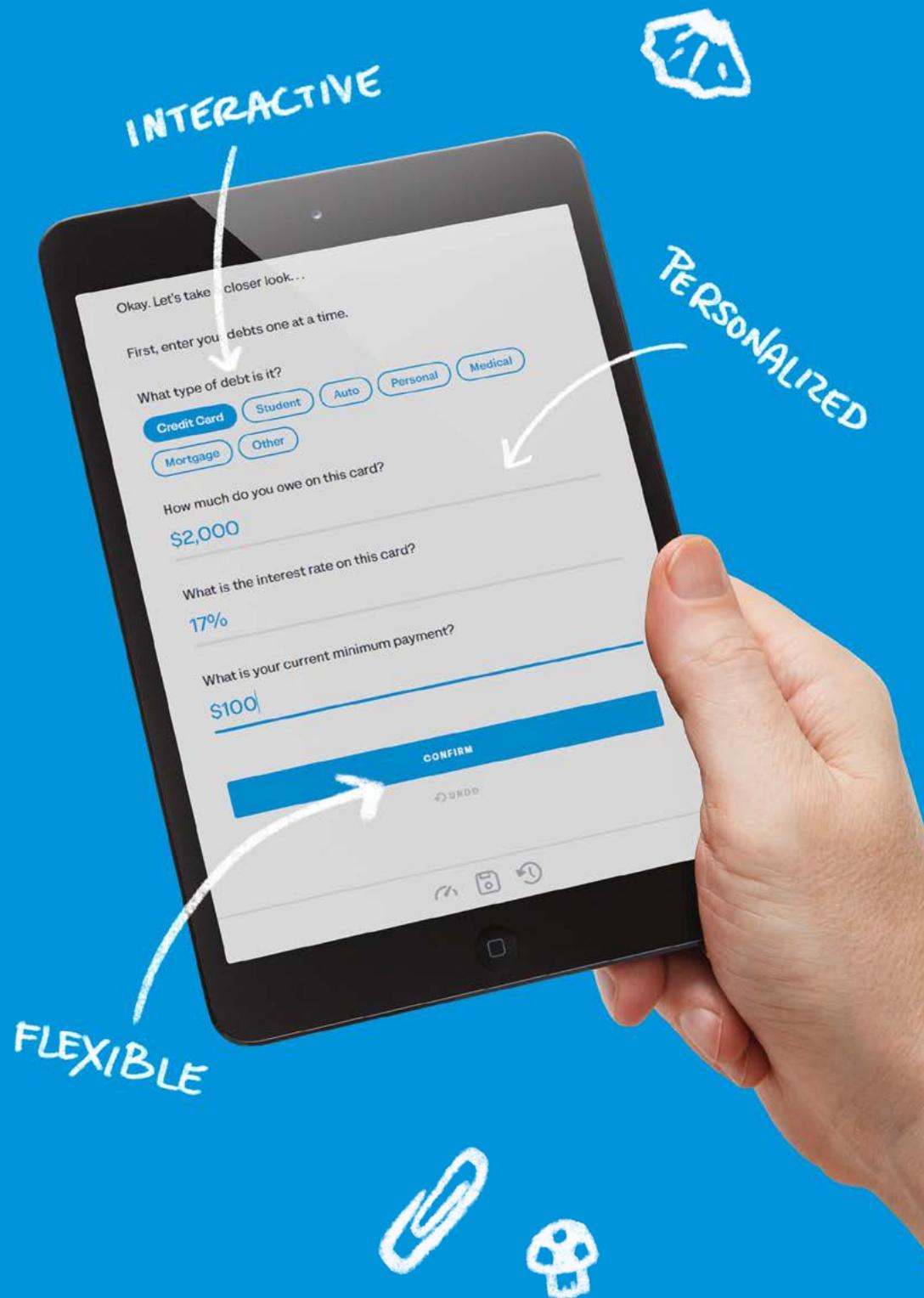
Collections

The Wellness Center

Compile specific articles, calculators, and Coach sessions to customize topics your employees care most about.

See teachbanzai.com/wellness/collections

The screenshot displays the Banzai Manager Collections interface. At the top, it says 'COLLECTIONS' with a 'SHARE' button. Below this, there are three featured articles, each with a 'LEARN MORE' button. The first article is 'PLANNING FOR AN EMERGENCY' with a red first aid icon. The second is 'TEACHING KIDS FINANCES' with a purple star icon. The third is 'HEALTH INSURANCE' with a blue shield icon. Each article includes a brief description and a 'LEARN MORE' button. At the bottom of the interface, there are icons for a calculator, a piggy bank, and a calendar.



TEACH THE VALUE OF A DOLLAR

THE BANZAI COACH

Your Virtual Financial Adviser

Interactive Engine

- Completely unique
- Mobile compatible
- 24/7 online access
- Hosted on custom microsite
- Easy to use
- Interactive and sophisticated

Topical Modules

- Get Out of Debt
- Basic Bookkeeping
- Make the Most of your HSA or FSA
- Retirement Funds
- Your First SBA Loan
- Continually developing more!

Get Out of Debt

The Banzai Coach

Each session asks questions and responds to feedback.

- Assess debts comprehensively.
- Gain perspective on minimum payments and interest.
- Test different values for future retirement outcomes.

*Some users are referred to our partner GreenPath Financial Wellness for further debt counseling services.

Credit Card #1 \$2,000

Total Debt \$2,000

I have another debt to add.

I'm done, let's move on.

UNDO

What type of debt is it?

Credit Card Student Auto Personal Medical

Mortgage Other

Retirement Funds

The Banzai Coach

Employees entering the workforce are often confronted with a decision between a Roth or traditional retirement account.

- Understand the difference between Roth and traditional retirement funds.
- Predict retirement savings growth.
- Test different values for future retirement outcomes.



USE CASES

Banzai has partnered with 200 organizations to bring financial education as an employee benefit. In January 2019, one regional bank saw noteworthy success when it partnered with Banzai to help its employees' financial lives.

Because participation was voluntary, Landmark Bank's leadership got buy-in from managers and frontline staff with incentives and manager training. One strategist noted, "We got rave reviews of the program," and several managers immediately wanted to share Banzai with their departments.

Landmark Bank's project leader described why she was so enthusiastic about implementing Banzai:

Education is knowledge, and knowledge is power. Educating people on the fundamentals of life is something we are passionate about. Filling in the gaps of financial

knowledge and helping our bankers experience a sense of freedom from financial stress will help them become trusted resources, adding value to their family and friends—and to our customers.⁹



Create a new culture where financial education is enlightening, not embarrassing; pleasant, not burdensome; and principled, not opinionated.

Ask Us How

9. Banzai, Inc. "Landmark Bank: Expanding Brand Awareness in Regional Markets," Case Study (2019). See teachbanzai.com/sponsors/studies. Up, smartphone app.

Contact Us

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