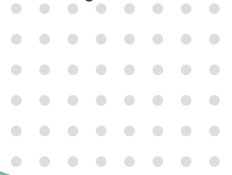




TRANSACTION
SYSTEMS

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Kid Bank

THE NEXT
BANKING THING



Old School Values. New Methods




As the world of digital money changes dramatically, Transaction Systems introduces KidBank, a money app by Think Simple, designed specifically for children. Feeding the piggy has been a tried-and-true way to teach kids how to save money. But since we are moving towards a digital makeover of the piggy bank, we need to see how technology can be employed for the old school values to be expressed through new methods. KidBank is an application that connects the past with the future.

App + Piggy Bank + Savings account




Bank customers will be able to download the application from Apple Store (iOS) and Play Store (Android), connect to a savings account and start enhancing their children's financial literacy. An app where the children can set goals & tasks and learn how to budget, save, set goals and get rewarded when certain goals are met.

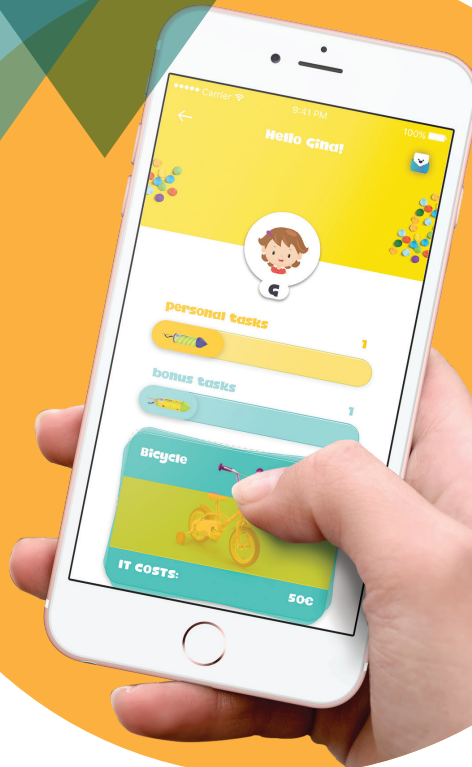
Engaged Customer & Core Features

KidBank is the easiest and more fun way to help kids learn to save money but it's more than that. KidBank is both a budgeting and saving tool which:

-  Educates children on financial literacy
-  Emphasizes child-parent interaction
-  Teaches children how to budget and sock away money for spending goals & how daily lifestyle choices can impact their savings

To do that, we have implemented some core features:

-  Task list: Kids are responsible for completing them
-  Activity view: Kids are able to see what they have earned so far by checking on the progress and status of their tasks
-  A wish list: Things they're saving for and the progress they have made



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BANK CUSTOMER ENGAGEMENT

Addressing both financial institutions as well as their end customers, the main users are children aged 5 – 14 and their parents. A unique tool that creates customer engagement at an early stage through a gamification process. Through this early engagement, banks can improve their attrition rates, personalize the experience of each customer, achieve unmatched customer loyalty while increasing revenues and reducing customer acquisition costs. KidBank can become the door-opener for prospects.

More importantly, in times of extreme competition among financial institutions and service providers, customers will be able to achieve the sought-after brand differentiation that would distinguish them from their competitors.



MAKING DIGITAL MONEY TANGIBLE

Children are educated and mature through their first banking experience. KidBank is the digital transformation of the traditional piggy bank, an application which has been designed & implemented around the idea of teaching children 5 to 14 years old to adopt positive financial habits in an easy, phased and gameful way.

Children set goals to save for and receive a reward when defined tasks are completed. Once this happens the parents can give money either as regular allowance, or as reward for a task. Parents are also able to set up an account with their existing bank and connect the account information to KidBank. Parents are always in control of all actions since children are not allowed to perform any financial transactions.



SECURE CLOUD & IN-HOUSE PLATFORM

The solution can be installed on-premise and provides maximum security, while available APIs make integration tasks easier. The look & feel is a combination of financial visualization along with gamification features available everywhere. KidBank illustrates goals and tasks, allowing customization by the children.

Even the money transfer process becomes easy and playful. With the addition of a KidBank device, the children can enjoy the full experience, more features and extensive interactivity.