

# Happy Penny



Virtual assistant that stretches people's value-of-money to make them  
feel Life is Good (LIG)

# Initial identification of LIG (“life is good”) drivers

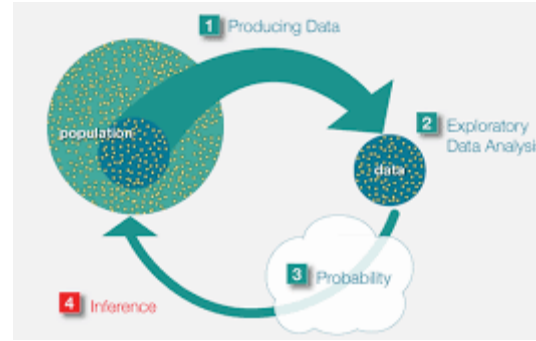
- Survey: large scale, incentivized (e.g. in exchange of temporary waiving some transaction fees), gamified (“feels fun to fill”)
- Questions
  - Overall individual LIG (any scale “how good is your life”)
  - Personal profile drivers
    - amount and depth of family and friends connections, status compared to peers, affiliations (e.g. religious community, clubs, volunteering, charities), things they like to do (sports, games, entertainment, art, etc), personal health, close family health, attitudes about life / future (e.g. amount of uncertainty felt), wealth (net, level of financial leverage, wealth vs spending etc)
  - What are the expenditures that made you feel that life is good in the last 12 months? (standard categories / list). Rate expenditures from log of outlays recorded in bank account (provide log)

[note – over time, some of the above can be inferred and updated from Facebook’s profile]



Correspondence, multivariate analysis of predictors of LIG by client segment to identify

- Factors that explain LIG variance
- Factors that individuals *state* as important in LIG
- Eventually, from observed user data:  
Longitudinal analysis: people who have spent more on X have seen their LIG score raise



Initial logic based on survey results and initial heuristics

Observed inferences based on LIG scores in people exhibiting specific financial pattern

Happy Penny's coaching

Feedback loop (changes in LIG over time)

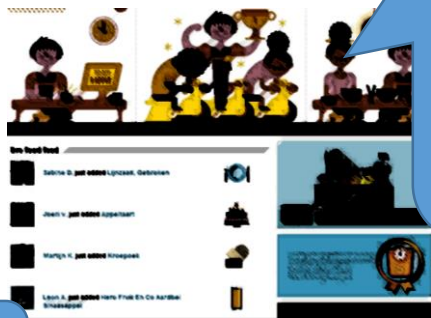
Have you tried inviting your friends for dinner? Catering costs in your area are 50-100\$ for four people

What about a new art exhibition?

What about a new book on something you like?



Can you save 2,000\$ to go see Disneyland with your grandchildren?



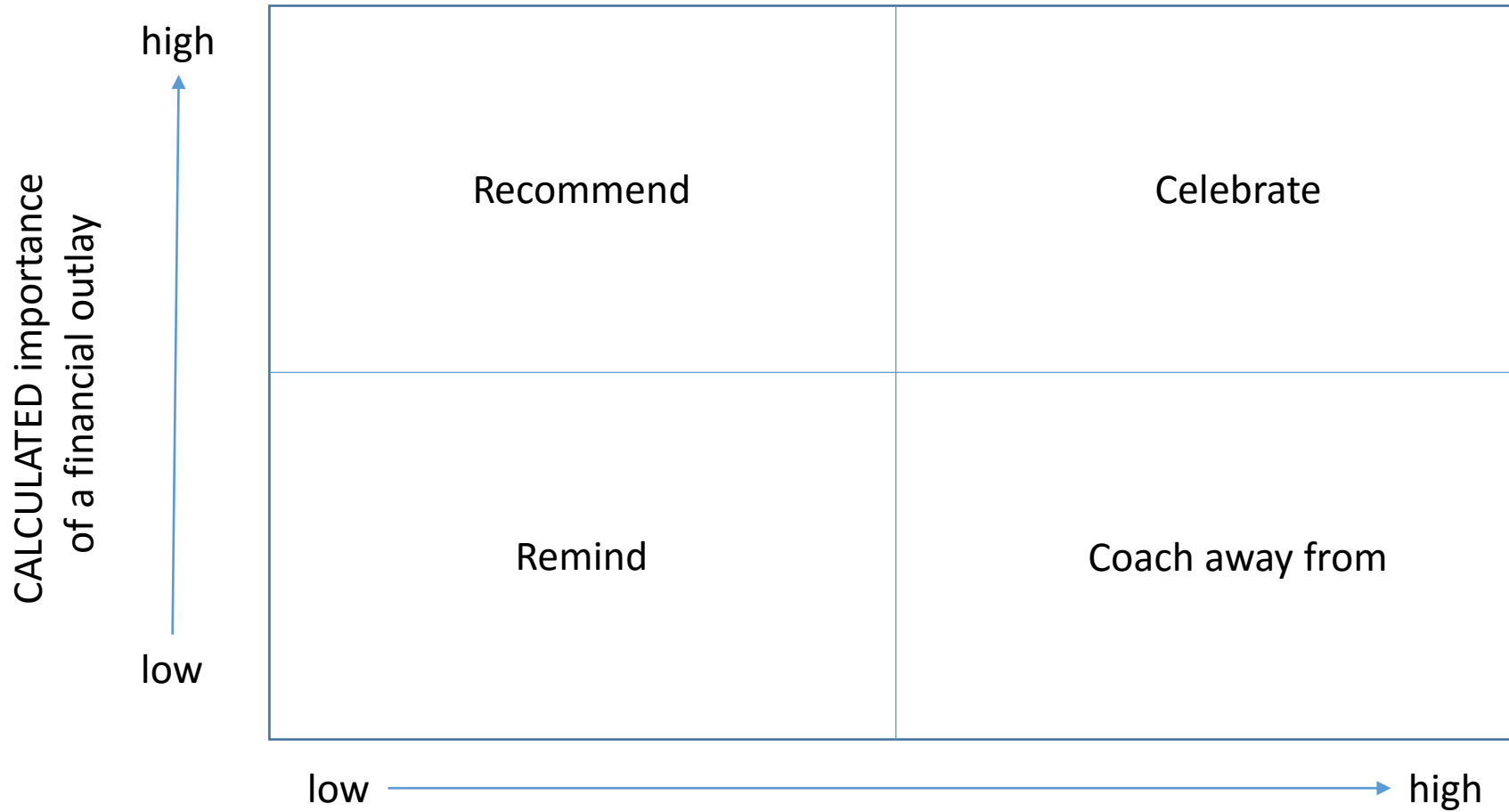
Happy people who may look like you spend 10% more on social gatherings, 70% more on cultural associations

How did you feel this week?

And here's how people like you felt!



STATED  
importance of a financial outlay



# How might this fail

Challenge	Addressed by...
“this feels Orwellian”	<ul style="list-style-type: none"><li>• This is based on permission by you</li><li>• Role modeled by some people like you, or celebrities known in your group, or respected people / institutions in your community</li></ul>
“a financial institution has no place in these matters”	<ul style="list-style-type: none"><li>• Branding – “what’s in a bank?”</li><li>• Partner with someone, “powered by credit union XYZ”, white label (?) e.g. Habitat for Humanity, etc</li><li>• Certification (i.e. regulator’s or some other “stamp of approval”)</li></ul>
Credit Union management feels conflicted about it (“innovator dilemma”)	<ul style="list-style-type: none"><li>• Demonstrate loyalty over time of users who adopt this (i.e. less defections to competitor products, because individuals want the union to have the information”</li></ul>