

WOTTO

customer acquisition
application - gamifying
saving

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Problem

Saving is boring. The average Canadian household only has \$852 saved up.

90.9% of individuals we surveyed wanted to save more.



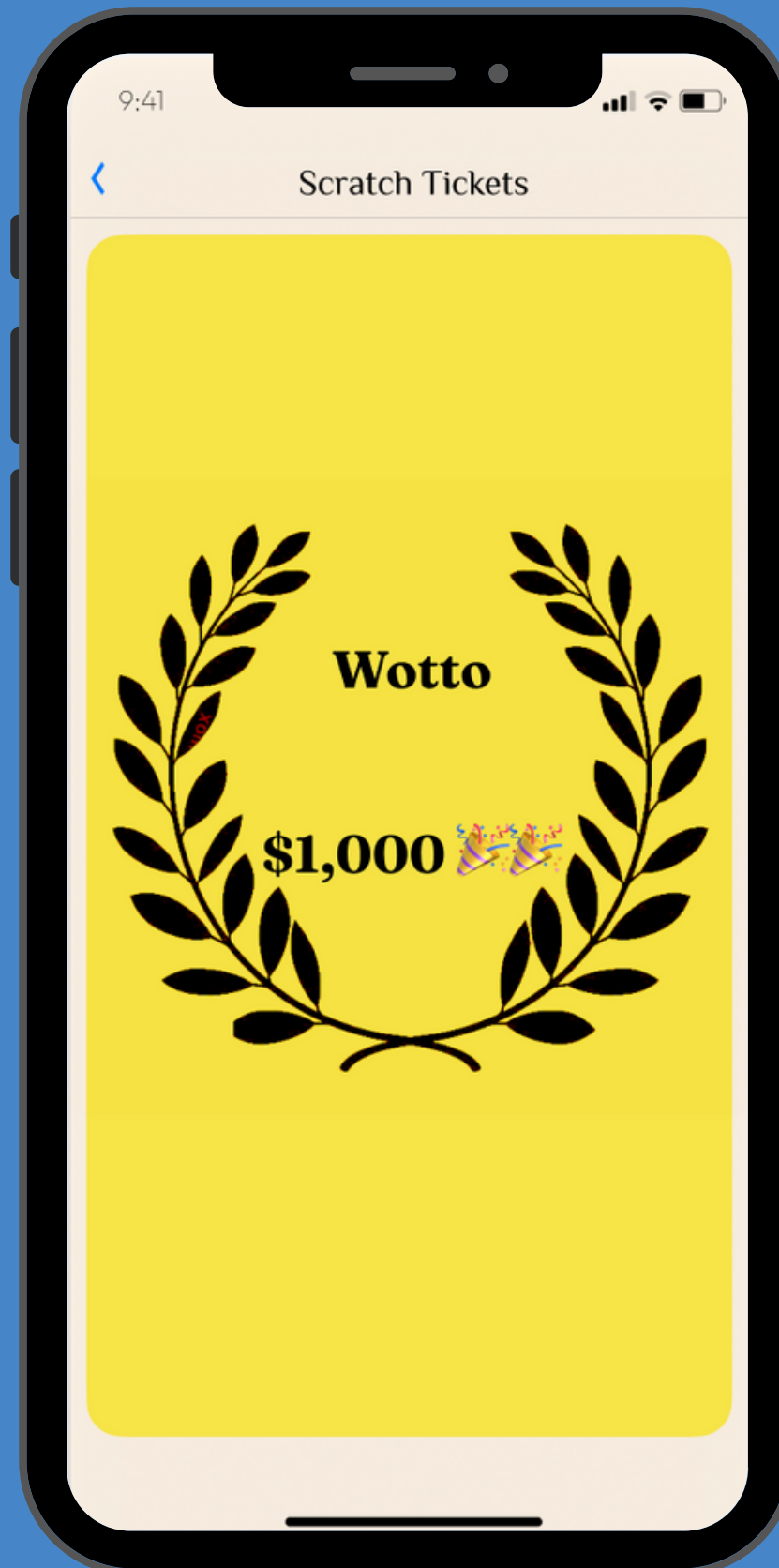
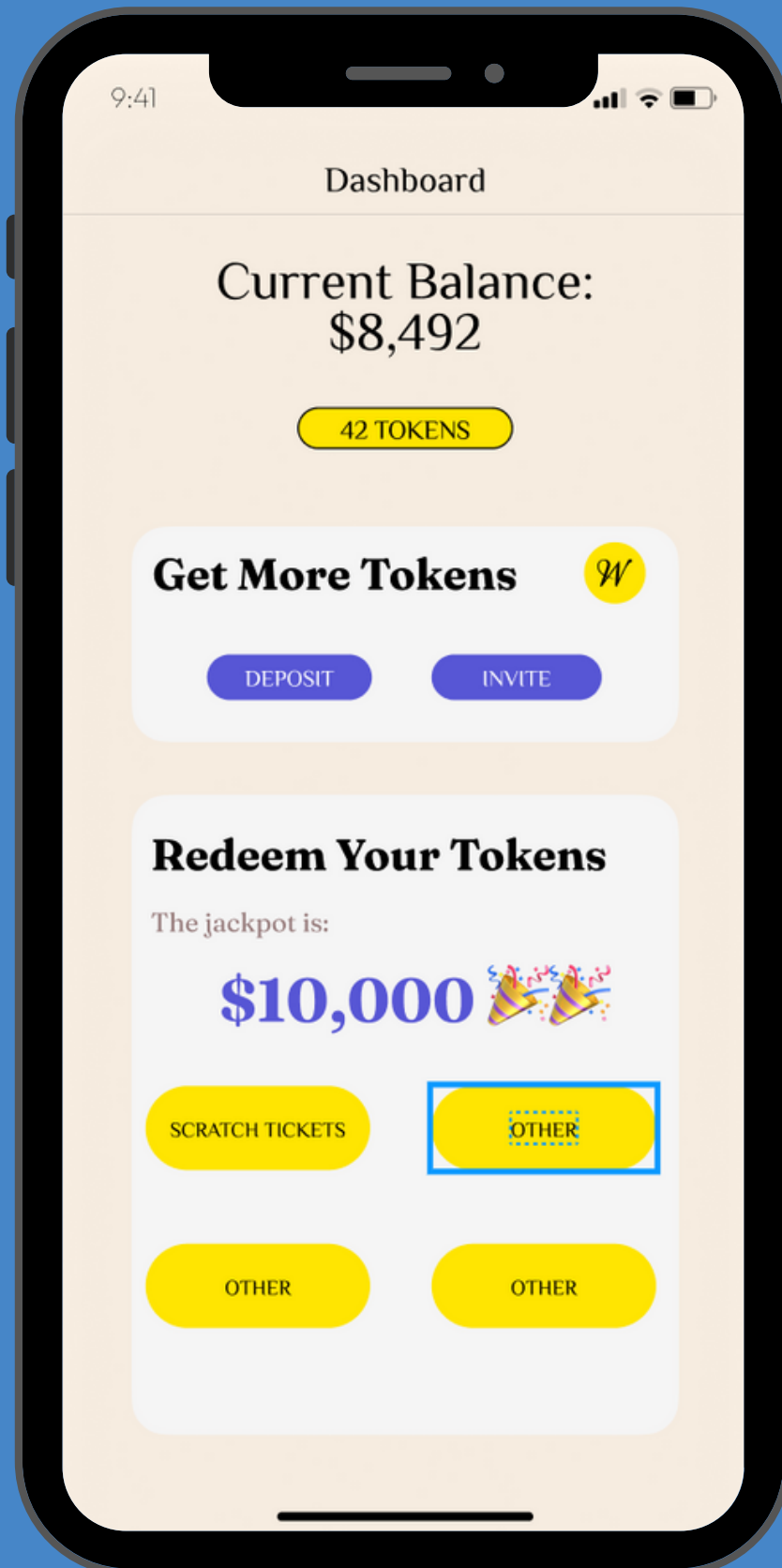
How do we address
this?



Solution

gamifying saving - make saving
enjoyable

Gamifying Savings



Wotto App

Virtual Tokens System

Step 1

Customers save money

Step 2

Reward tokens to customers

Step 3

Customers can exchange tokens for scratch tickets and other rewards*





Value Proposition For Neobanks

Customer Acquisition

Customers have a lifetime value of \$2,000 to \$4,000.

Additional savings

Behavioural Psychology: Wotto incentivizes customers to save more, earning the bank more revenue.



Value Proposition For End Users

Make saving exciting

Customers have the chance to win big.

Earn more

Customers have a greater APY than the traditional interest rate system.

Target Market

Young adults

18 - 29 years-old (approx. 6 million people)

Long lasting customer base - only 20% of Canadians are likely to change their primary banks





Competitive Advantages



Entertainment

Banking and saving can be a chore for traditional banks

Attractive Winnings

Wotto offers more return and an opportunity to win big

Customer Loyalty

The entertaining gamification will give customers a reason to stay engaged to our services

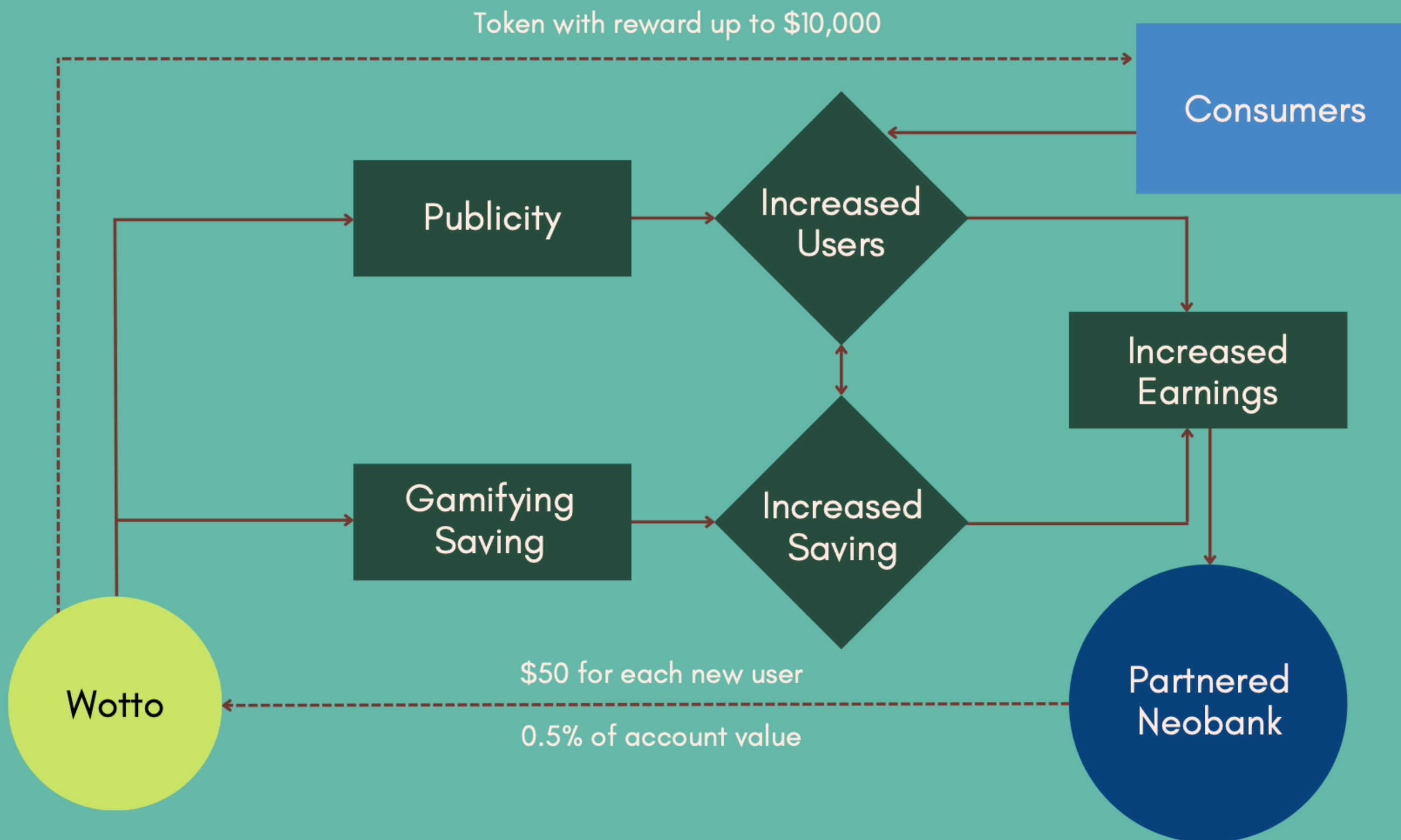
Business Model

Partnership with existing bank

Customer Acquisition

Increased Customer Savings

Process Flow





Thank you!

Visit us at Wotto.ca :)