

APPENDIX

Why Vancity?

Borrowell, Credit Karma, Mogo

PROFIT STREAM

Offer referrals

LOOKING FOR

Additional customers

Although they would benefit from additional customers brought in by the product, the money would be better spent on advertising.

Other Credit Unions

PROFIT STREAM

Not-for-profit

LOOKING FOR

Member satisfaction

Although other credit unions share values with Vancity, Vancity is Canada's largest credit union.

Vancity Website

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MX Technologies

Designed the Money Desktop Platform specifically **for credit unions to give members full financial visibility.**

"Our mission at MX is to empower the world to be financially strong, and we're always excited to work alongside similar-minded organizations like Coast Capital Savings in making that mission a reality,"

Mx Technologies News