

An initiative by **netcetera**

CHILI KIDS

Teen banking is the future of banking.



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Teen banking today defines the
future of banking.

Gen Z and Alpha* will account for **over a third of the workforce** in 2030.

* **Gen Z:** born 1997 - 2012
Alpha: born 2010 - ca. 2022

STRATEGIC BENEFITS

Why it is worth investing



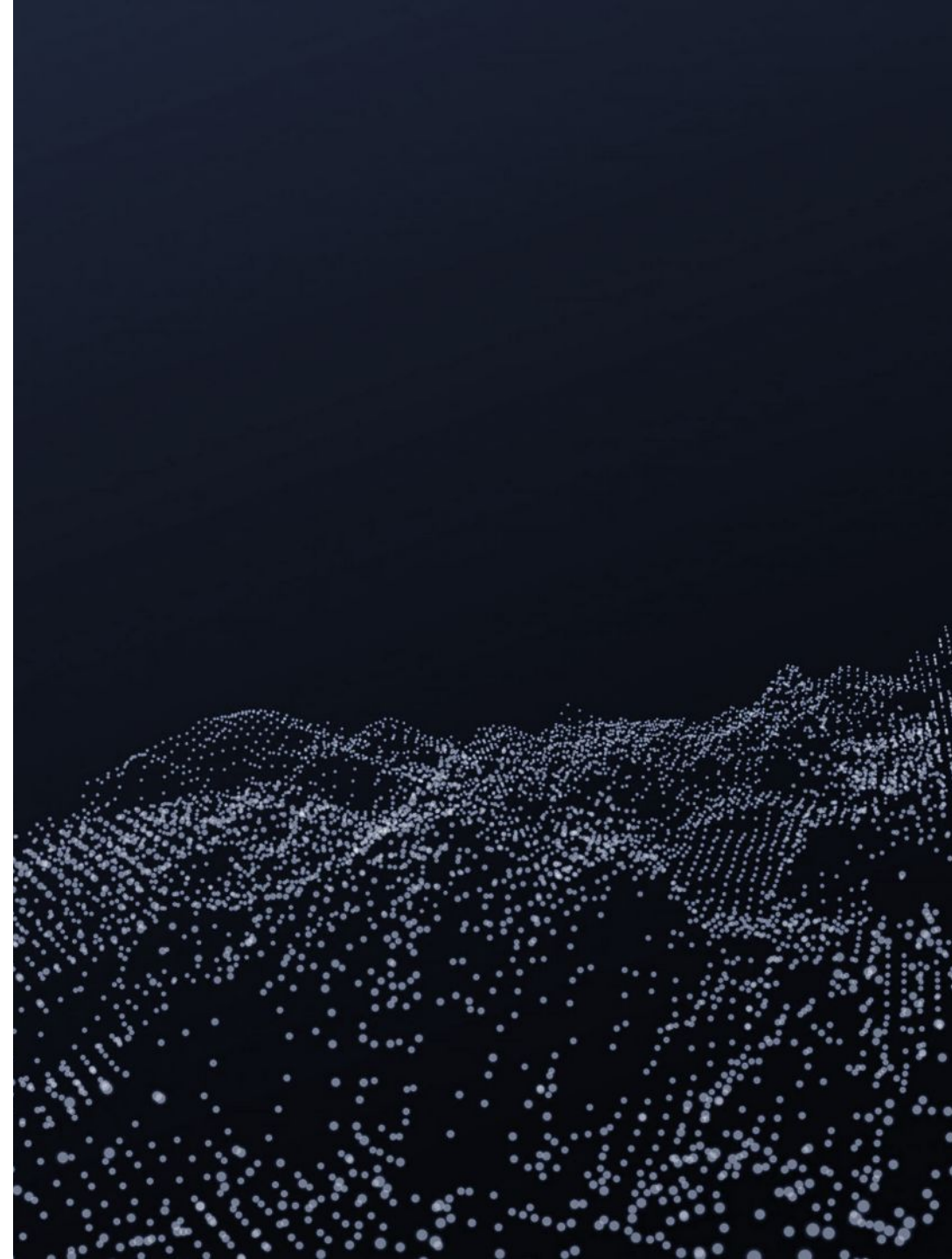
Build **customer loyalty** among Gen Z and Alpha at an early stage with a product tailored to the target group



Strengthen **main bank relationship** with their parents (Gen Y and X)



Evaluate the financial behavior of teenagers (via **data analysis**) and build new features and growth strategy accordingly



CHILI KIDS

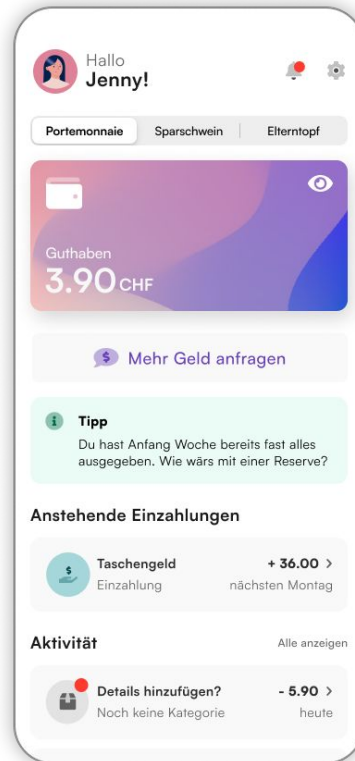
Your access to Gen Z and Alpha



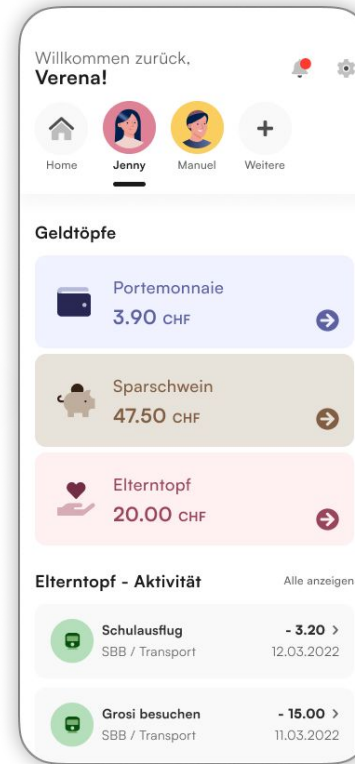
Kids banking app as a white-label solution

Financial Literacy
Safe space and contextual support in acquiring financial skills

Privacy for teens
Same experience as paying with cash, but with a debit card



for teens (11-15y)



for parents

Supervision & safety net
Adjustable levels of safety and supervision depending on maturity and sense of responsibility of teens

Shared parent money pot
for everyday expenses that are not covered by pocket money

OUR USP'S

	Chili Kids	Solutions from Fintechs	Offers from traditional banks
Developed together with teens and parents	✓	✗	✗
App for parents	✓	(✗)	✗
App for teens	✓	✓	✗
Debit card for teens	✓	✓	✓
Privacy for teens	✓	✗	✗
Delay-free notifications for parents and teens	✓	(✗)	✗
Spending limits and monitoring by parents adjustable according to the child's maturity level	✓	(✗)	✗
Teen has an overview of financial leeway in pocket money and the state of their savings goals at all times	✓	✓	✗
Child learns to make payments from a shared money pot independently, without cash supply from parents	✓	✗	✗
Easy integration into the bank's IT landscape	✓	(✗)	(✗)
Whitelabel solution, fully customizable to the bank's brand identity	✓	✗	(✓)
Apps available for iOS and Android	✓	✓	✓

OUR APPROACH



OUR APPROACH

“Get out of the building!”

We performed **1800+ minutes** of qualitative interviews, **12 prototypes**, and **41 qualitative tests** in 2021.



problem and solution interviews



user tests with **rapid prototyping** (e.g. storyboards), **role play** (e.g. grocery store and toy money) and **Figma click-prototype**



Blog Post by Mommy Blogger ([Link](#))



CONTACT

Who we are and how you can reach us



FACTS AND FIGURES

About us



450 customers and **2'200** successfully completed projects



800 employees in **19 cities** in **10 countries**



Honored with **28 awards** in the last 5 years



Revenue **97 Mio CHF** in 2021



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We are looking forward
to talk to you!

CONTACT

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