Company Mission: “We are side by side with Peruvians so they can reach their dreams, today.”

The Goal

**SIX FLAGS’ PROJECT GOALS**

1. Eliminate use of cash in Peru
2. Reach unbanked people (60% of Peruvians) and get them to carry out their day-to-day financial operations in the platform
3. Acquire 500k new customers to Interbank through the Six Flags banking platform in 12 months

**OUR FOCUS**

Identify the customer segments that can generate viral growth for Six Flags

How Our Research Fits Within the Broader Project

Three weeks to conduct field research (50+ interviewees), specifically designed to identify high priority initial target segments

These field tests and focus groups represent the first time Interbank tested reactions to a live demo of the product

Qualitative results are an essential ingredient to understanding broader data and will be an input to the IPT tests to determine viability

High-Priority Initial Customer Segments

Universities Students
1.1 million students enrolled in Peru universities (Estima, 2018)

Multi-Level Marketing
15,000 new Unique sellers every month

Facebook Marketplace
Facebook Marketplace is used in 10 countries by 400 million people monthly

Marketing Opportunities Using Existing Infrastructure

Agent Network

Unbanked Interbank Customers

Messaging Six Flags

Time and time again we heard four key themes when speaking with our interviewees. If we want customers to know only four things about Six Flags, it would be:

- Secure
- Easy
- Fast
- Free

New Digital Onboarding Process for Six Flags

<table>
<thead>
<tr>
<th>Current</th>
<th>Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Predominant use of Email &amp; SMS</td>
<td>Include Whatsapp &amp; Facebook Messenger</td>
</tr>
<tr>
<td>2 Emphasis on debit card pickup</td>
<td>Debit card no longer issued – explore new content</td>
</tr>
<tr>
<td>3 Limited emphasis on security in the first onboarding emails</td>
<td>Emphasize security in the very first communication</td>
</tr>
<tr>
<td>4 Limited use of videos</td>
<td>Have influencers create videos and infographics</td>
</tr>
<tr>
<td>5 One-way communication for customer help</td>
<td>Incorporate two-way communication; promote Chatbot and Call Center for help services</td>
</tr>
</tbody>
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Amy Buxbaum

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