

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



University Students

1.1 million students enrolled in Peru universities (Statista, 2013)



Multi-Level Marketing

15,000 new Unique sellers every month



Facebook Marketplace

Facebook Marketplace is used in 70 countries, by 800 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



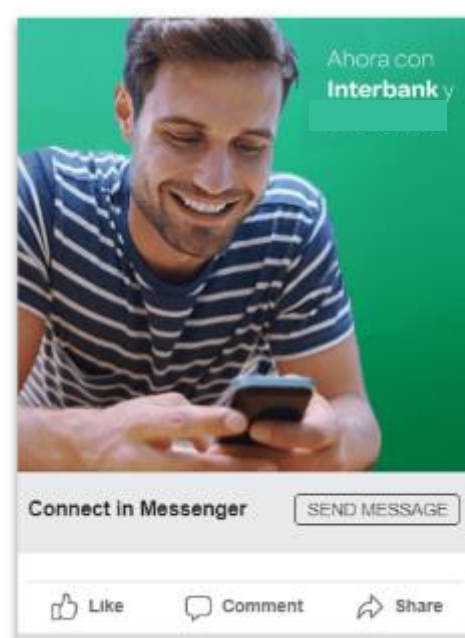
Easy



Fast



Free



New Digital Onboarding Process for Six Flags

Current

- 1) Predominant use of **Email & SMS**
- 2) Emphasis on **debit card pickup**
- 3) Limited emphasis on **security** in the **first onboarding emails**
- 4) Limited use of **videos**
- 5) **One-way communication** for customer help

Proposed

- Include **Whatsapp & Facebook Messenger**
- Debit card no longer issued - explore new content
- Emphasize **security** in the very first communication
- Have influencers create **videos and infographics**
- Incorporate two-way communication; promote **Chatbot and Call Center** for help services



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