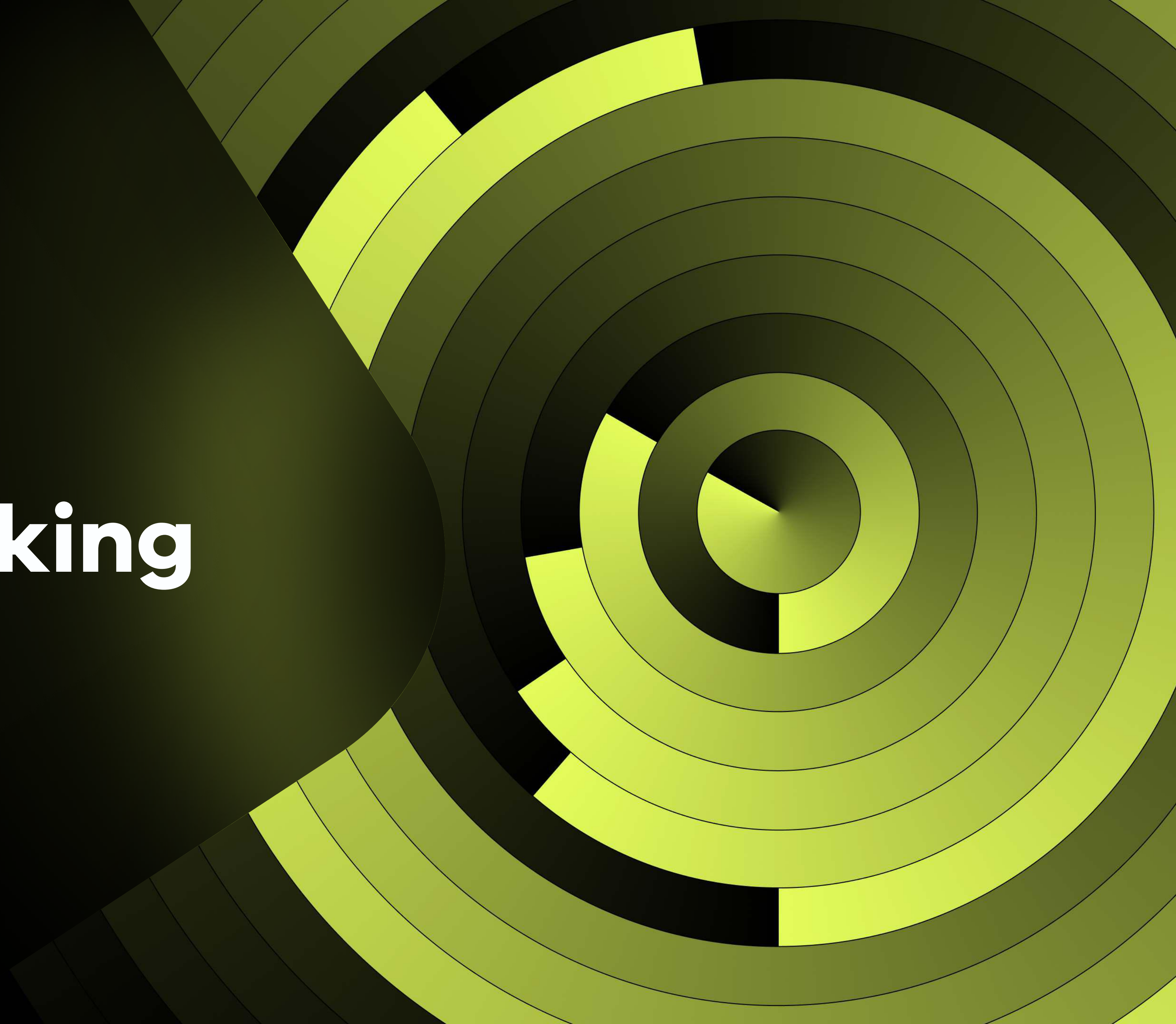


sparks* | peak

Fintech Sparks

California Family Banking Report





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Chapter 1. - Financial literacy in the U.S.

- **California** was given a **Grade D** based on its **financial literacy curriculum** in the school system
- Personal finance skills not only prevent fraud - **financially literate individuals save money** through better interest rates, **better preparedness for emergencies** and higher levels of savings
- Only **57% of US adults** are considered **financially literate**, with the typical US citizen **losing \$1819 per year** due to a lack of financial skills - including **high credit card fees, overspending and lack of savings**
- Higher financial knowledge equals higher participation in the financial system - **financially literate individuals understand the advantages of financial services better**, and contact financial services providers more often

Chapter 2. - Analysis of California credit unions

- **Credit union members say their institution improves their financial well-being** - 1.5 times more often than members of banks or other financial institutions
- **87% of California credit unions offer financial education to adults**, with 61% offering at least 3 different educational tools, such as courses or videos.
- **40% offer financial education to the youth (GenZ and Gen Alpha)**, with 22% offering at least 3 different educational tools. 18% of credit unions offer education in spanish to the younger generation

Chapter 3. - Solution offered by Peak

- **Peak Financial Wellness** offers an **innovative way to connect with the youth**, and **secure the next generation of credit union members**
- **Peak Financial Wellness is a white-label solution developed for credit unions to provide playful financial education** through a single platform, designed with concurrent generational requirements

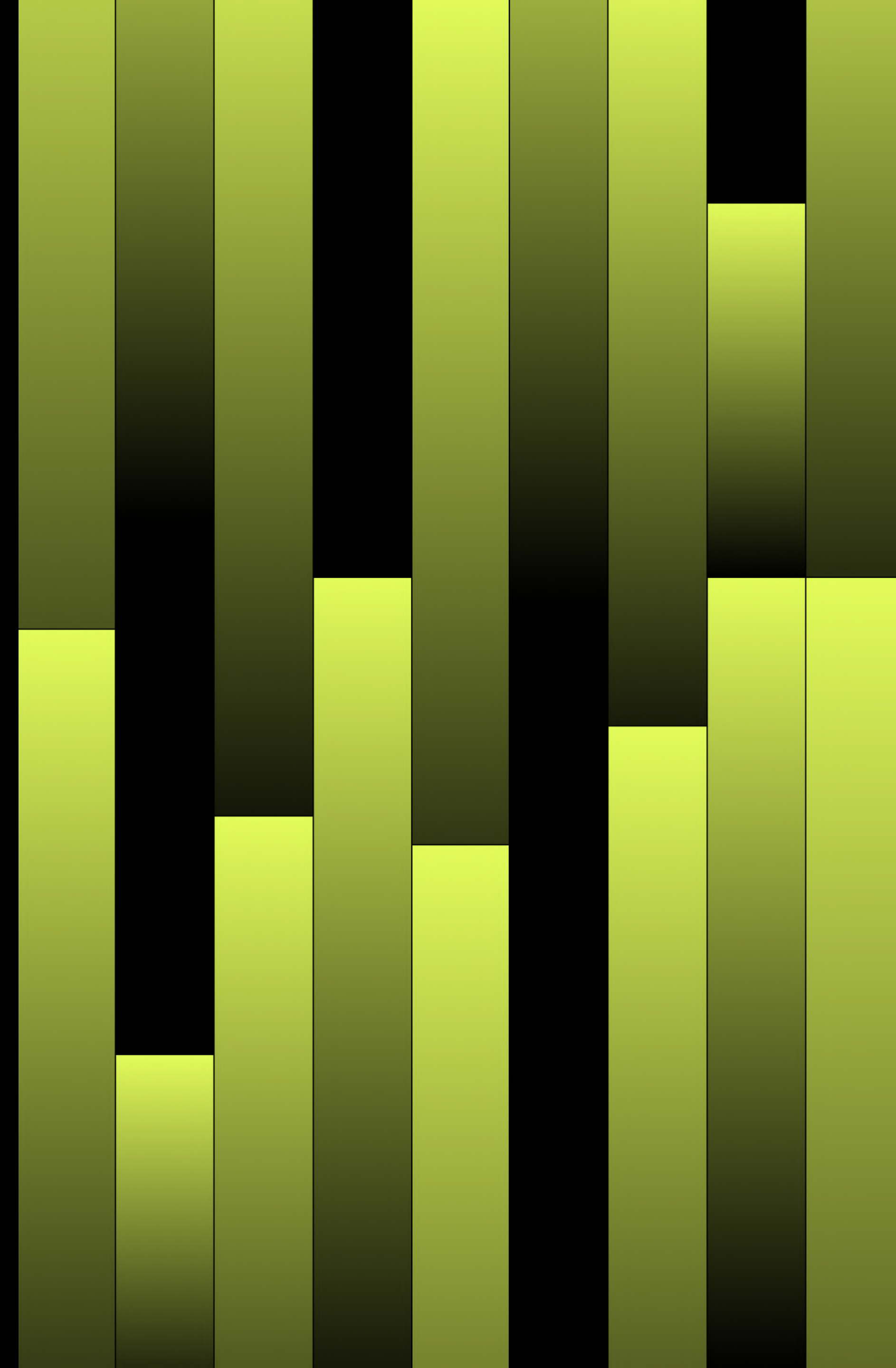
Chapter 4. - Next Generation UI/UX trends

- For digitally savvy generations like **Gen Z and Gen Alpha**, an **excellent user experience is not an add-on but a starting point**
- They expect **intuitive and visually appealing interfaces, instant responses, smooth performance**, while also demanding **transparent communication** and **contribution to social and environmental issues**
- **Credit unions** should understand and adapt to the **unique visual, interactive, and communicative preferences** of Gen Z and Gen Alpha

Chapter 1.

Financial literacy in the U.S.

01.



Financial illiteracy is increasingly costly

Only 57% of US citizens are considered financially literate. The level of financial literacy is lowest among ages 65+, as per *Figure 1.1*. Only 56% of young adults aged 15-35 are financially literate. A lack of personal finance skills can impose great financial damages on individuals and households¹.

A National Financial Educators Council study² concluded that **a typical US citizen lost \$1819 in 2022 due to a lack of financial skills**, as detailed in *Figure 1.2*. **This includes financial damages caused by lack of emergency savings, high interest rates and overspending, among others.**

- 62% of respondents reported yearly losses of up to \$499
- 8% reported losses of \$2,500-\$9,999
- 15% reported losses of over \$10000 per annum

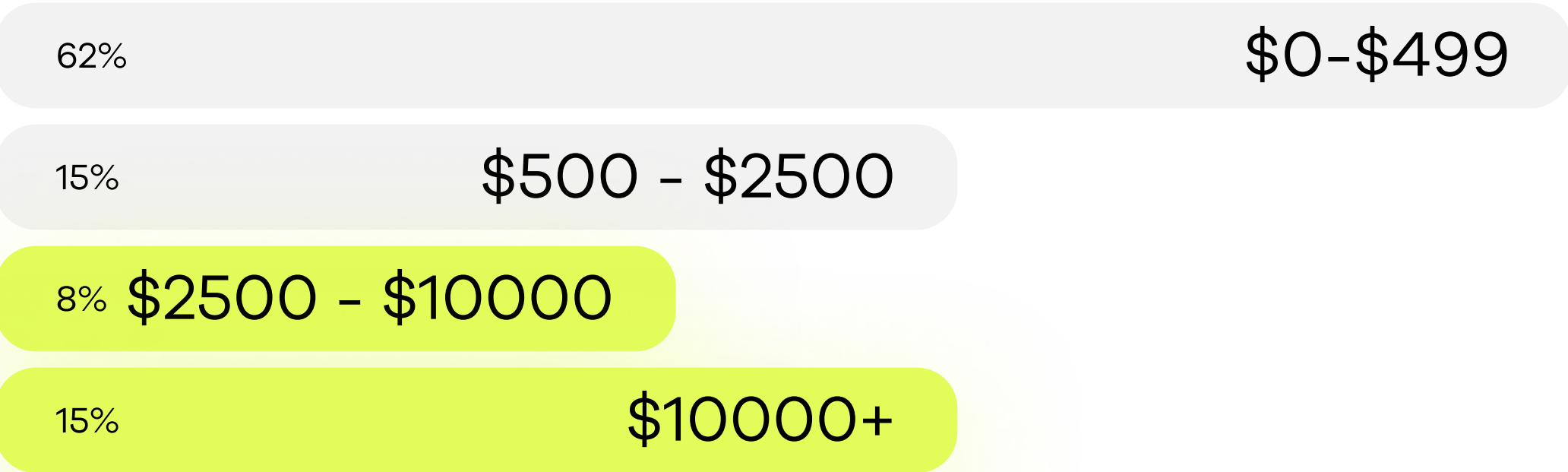


Figure 1.2.

The “Cost of Financial Illiteracy” survey has been conducted over the previous 6 years, with 2022 being the record high. **The average cost of illiteracy among US citizens has been growing year-on-year, and has increased by 55% since 2017.**

23% of young adults aged 19-28 have outstanding credit card debt over 90 days - among the total population, only 7-8.5% have outstanding credit card debt over 90 days. This is supported by the fact that young adults are the least financially literate³:

- 38% of citizens aged 18-34 are usually late with mortgage payments.
- 65% of citizens with lower financial literacy skills spend more than income
- Young adults, Black/African Americans and Hispanic/Latino Americans, and those with lower income and education levels continue to struggle financially

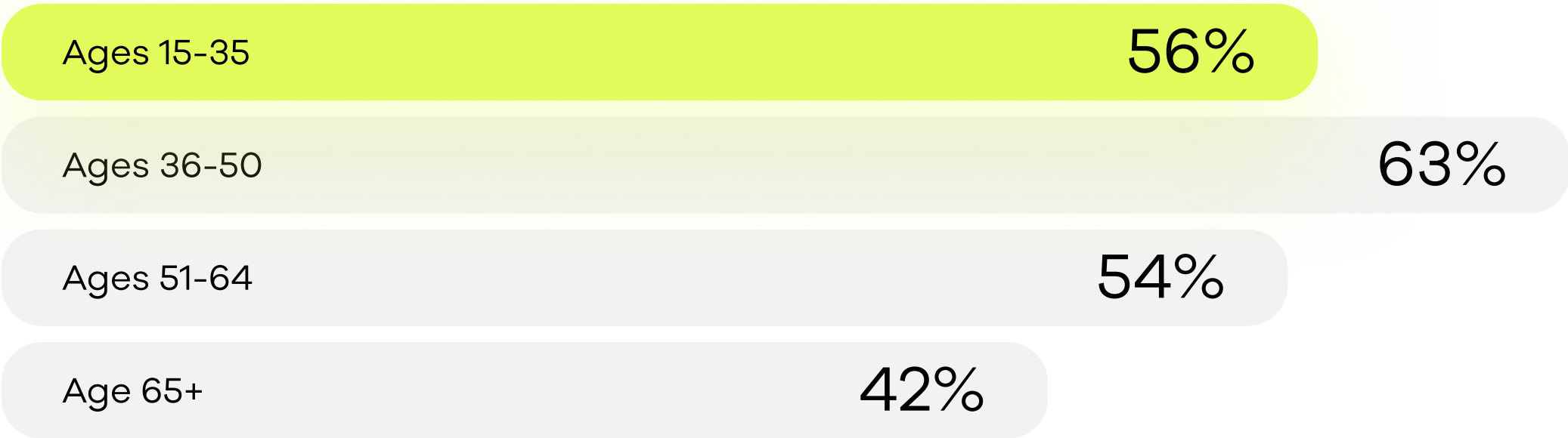


Figure 1.1.

¹ https://gflec.org/wp-content/uploads/2015/11/3313-Finlit_Report_FINAL-5.11.16.pdf
² <https://www.financialeducatorsCouncil.org/financial-illiteracy-costs/>
³ <https://www.finrafoundation.org/sites/finrafoundation/files/NFCS-Report-Fifth-Edition-July-2022.pdf>

Targeted by fraudsters

Lack of financial knowledge is one of the main causes of fraud in the U.S. In 2021 **consumers reported losing more than \$5.8 billion to fraud**, concluding a massive **70% increase over the prior year**, as stated in a Federal Trade Commission report⁴.

- Almost **2.8 million consumers filed a fraud report** to the agency in 2021 - the highest number recorded since 2001
- **About 25% of those scams led to financial loss** - on average \$500 worth of losses

In 2021 consumers reported losing more than
\$5.8 billion
to fraud,
concluding a massive
70% increase over the prior year

These figures include all types of scams, including identity theft and sale of fake products.

However, the most costly scams - on a per-person basis - were investment fraud: a victim lost \$3000 on average through investment fraud, including NFT and Crypto scams.

The typical targets for scammers were young adults in their early 20s, and elderly citizens aged over 70. **A typical person over age 80 lost \$1,500, while a typical young adult lost \$500.**

A victim lost

\$3,000

on average through investment fraud, including NFT and Crypto scams.

A typical person over age 80 lost

\$1,500

while a typical young adult lost

\$500



⁴ https://gflec.org/wp-content/uploads/2015/11/3313-Finlit_Report_FINAL-5.11.16.pdf

Education is yet to keep up

California received Grade D from Nation's Report Card's financial literacy study⁵. The state adopted a high school course with some financial literacy instruction that is required to graduate, which is **not sufficient for high standard financial education.** California is still to adopt a high school stand-alone personal finance course and implement grade-specific K-8 financial literacy standards. **Only 6 US states** have been given a **Grade A** for their financial literacy curriculum.

A research conducted by the National Financial Educators Council highlights that **83% of respondents support the idea of teaching personal finance courses in high schools⁶.** Currently **only 23 U.S. states require a personal finance course to graduate.** Meanwhile,

- **Only 24% of millennials** demonstrate basic financial literacy skills
- Teens residing in states with financial education mandates have a **23-26 points higher credit score** on average
- Students who get financial education are **21% less likely to use credit cards** to pay **for college**

⁵ <https://www.thenationsreportcard.org/california>

⁶ <https://www.financialeducatorsCouncil.org/financial-literacy-subject-survey/>



Higher knowledge results in higher participation

Financial literacy has a direct effect on financial inclusion. **Financially educated individuals understand the advantages of financial services better, and feel more confident about contacting financial services providers.** Research shows that improving financial literacy helps to make better use of available financial services⁷. Financially literate individuals use investment products more often, with higher success rates.

In major advanced economies, 57% of bank account owners are financially literate, while in emerging economies only 30% of adult account owners are financially literate. **Among adults that don't have a bank account, only 25% are financially literate⁸.**

51% of adults that use credit cards or have borrowed from a financial institution are financially literate. In the US, 60% of adults use credit cards.

In the US, close to a third of adults have an outstanding housing loan. The study shows that 70% of homeowners with outstanding real estate loans have strong financial skills.

⁷ <https://www.taylorfrancis.com/chapters/edit/10.4324/9781003025221-39/relationship-financial-literacy-financial-inclusion-antonia-grohmann-lukas-menkhoff>

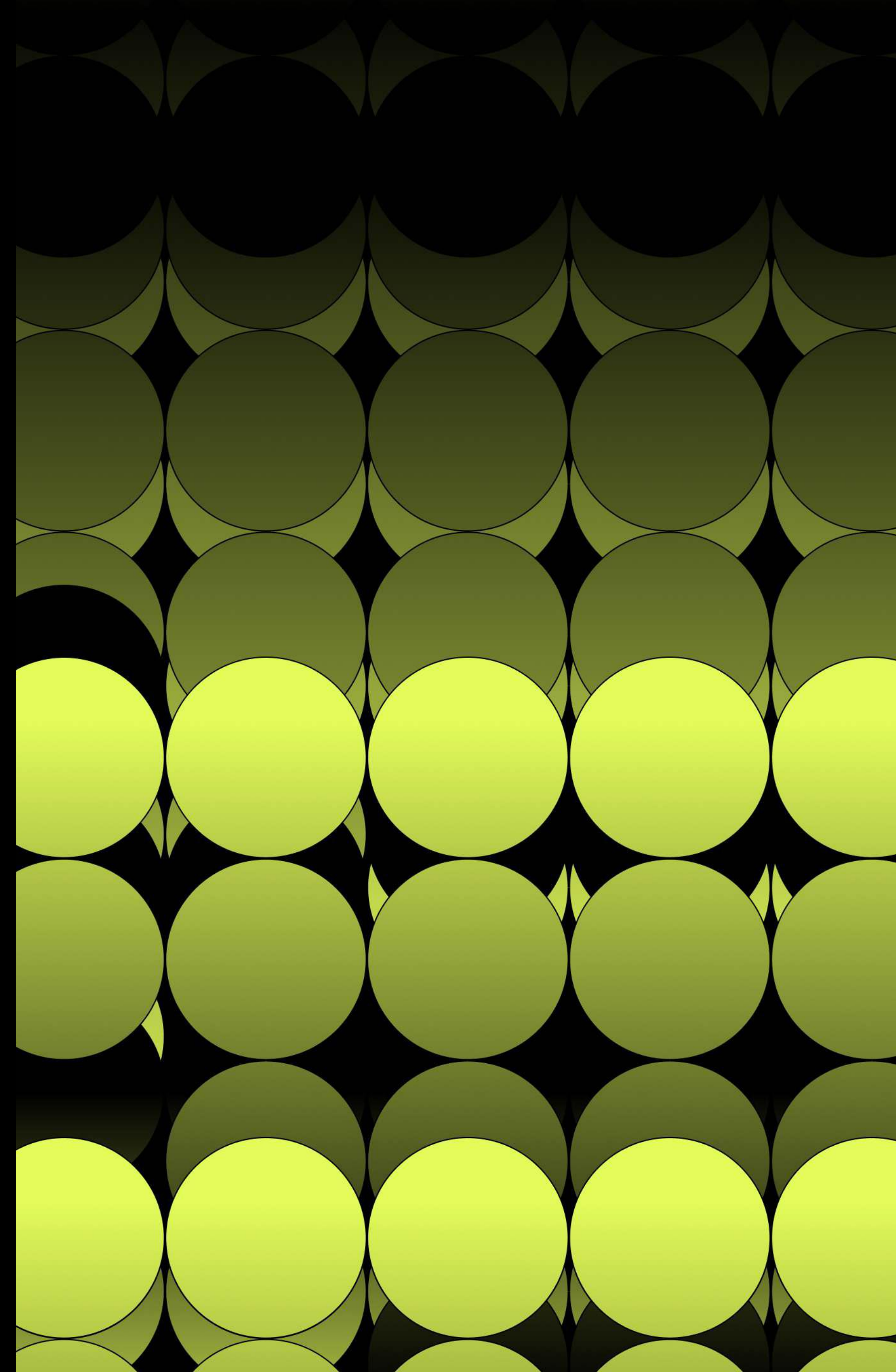
⁸ https://gflec.org/wp-content/uploads/2015/11/3313-Finlit_Report_FINAL-5.11.16.pdf



Chapter 2.

Analysis of California Credit Unions

2020



Credit unions are preferred by more than 130 million members across the US. Credit unions are not-for-profit depository institutions that are member-owned and democratically controlled. That is, they return profits directly to members, for example through reduced interest rates. Apart from providing financial benefits to members, **credit unions deliver great nonfinancial services as well. Part of these nonfinancial services are financial wellness programs** that help members make better financial decisions. These initiatives include **financial literacy courses, workshops, webinars, quizzes, videos or video games, often including content designed for kids and teenagers as well.**

A research conducted by Credit Union National Association highlighted the US's credit unions' impact on their members' financial wellness¹. Their findings revealed that credit union members are **1.5 times more likely** to say they are **“very positive” that their financial institution improved their financial well-being, than members of banks** or other financial service providers. **Polling also revealed that 88% of members believe their credit union has improved their financial well-being.** The survey concluded consistent results across all demographic groups, including those in the U.S.'s most financially vulnerable communities.

Furthermore, close to twice as many members of credit unions declared to have more than \$500 of emergency savings than members of banks or other financial institutions, and **more credit unions members believe their financial institution “makes it easy to manage their finances”.**

These superior results are supported by the credit unions' outstanding financial education. As per CUNA's research, **86% of credit union members have access to financial education programs**, and 79% to formal financial counseling services at their credit union. The poll revealed that **44% of credit union members benefit from financial education services**, as opposed to 22% of nonmembers.

The focus of this whitepaper is to analyze financial literacy initiatives of California state credit unions. There are 114 state chartered credit unions in the state of California. Our analysis covers these credit unions' financial education programs intended for both adults and youth members.



¹ https://www.cuna.org/content/dam/cuna/advocacy/fwbfadocuments/CUNA_WP_CUs_Lead_Improving_FWBFA_May_2022.pdf

How do credit unions educate adults?

Our findings revealed that 87% of credit unions in California offer financial education services to their members, as displayed in *Figure 2.1*. These services/programs are most often also available to the public, further highlighting the role of these institutions in educating the population.

As per *Figure 2.2*, among the credit unions that offer financial education programs financial wellness blogs are the most popular, followed by financial educational courses. Credit unions offer various educational programs, serving various purposes and different learning preferences.

We found that 40% of California credit unions have partnerships with third party financial education providers, whose services are offered to the credit union members.

These third party organizations include educational content providers, platform providers or institutions organizing educational events. In addition, 88% of credit unions offer these services to the public free of charge, and 55% offer their educational resources are available in Spanish as well.

Figure 2.3 details the number of financial literacy services offered by credit unions to adults. We found that close to two thirds of credit unions offer their adult members at least 3 different ways to learn about finances. Simultaneously, 25% offer 1-2 solutions, most often including educational blogs and videos.

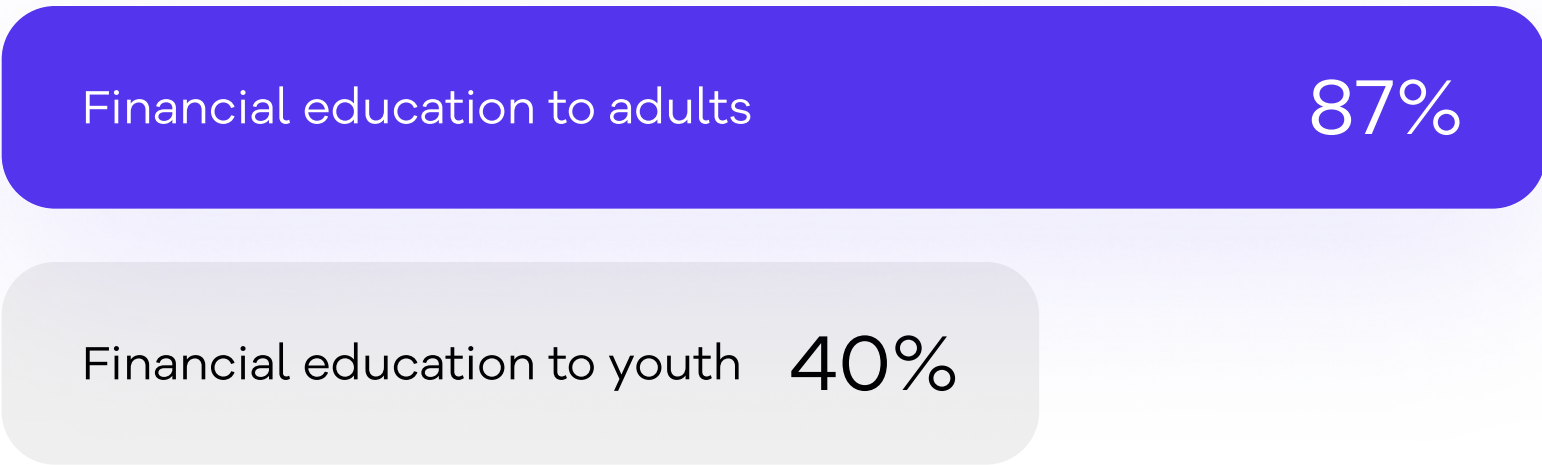


Figure 2.1.

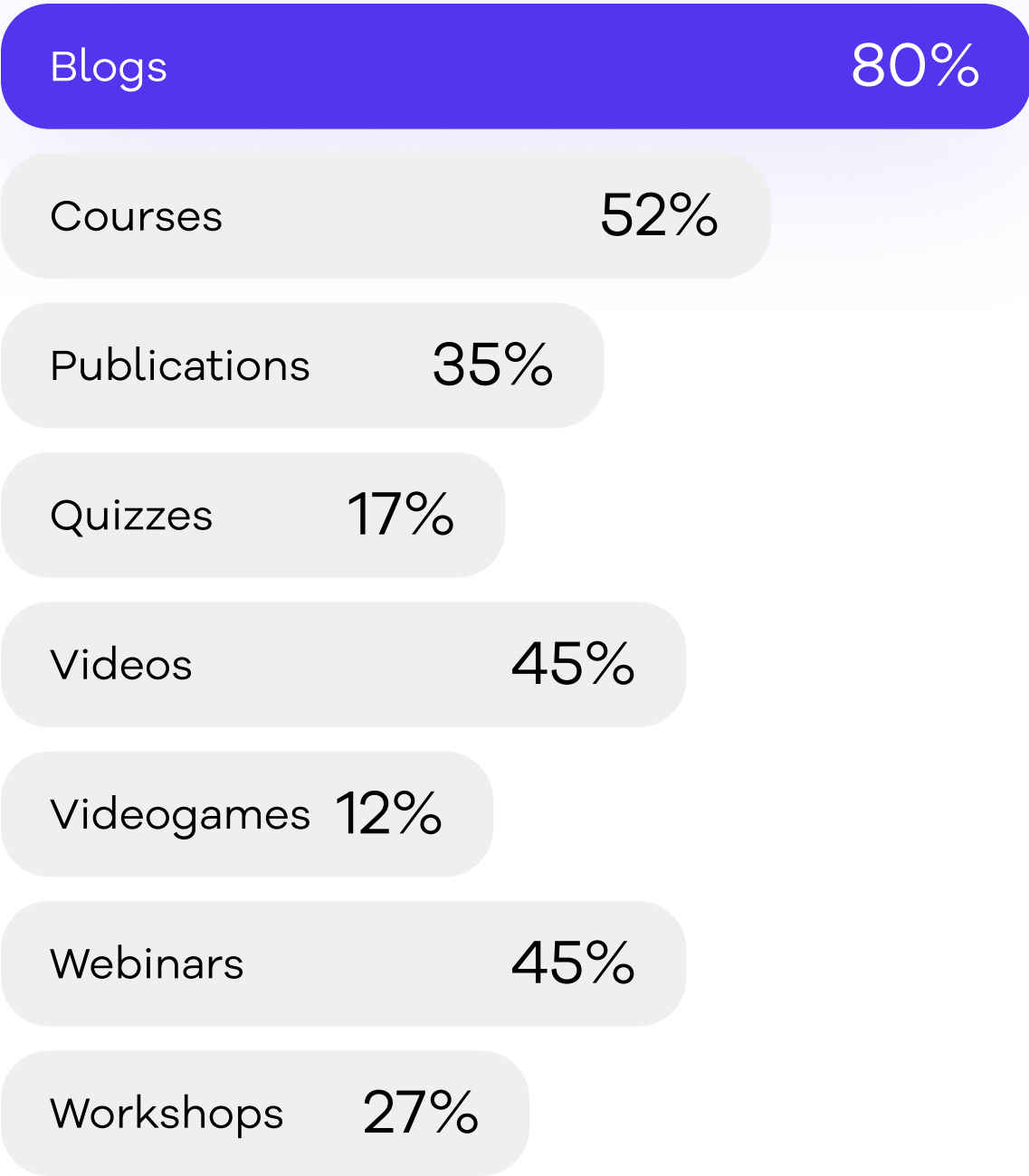


Figure 2.2.

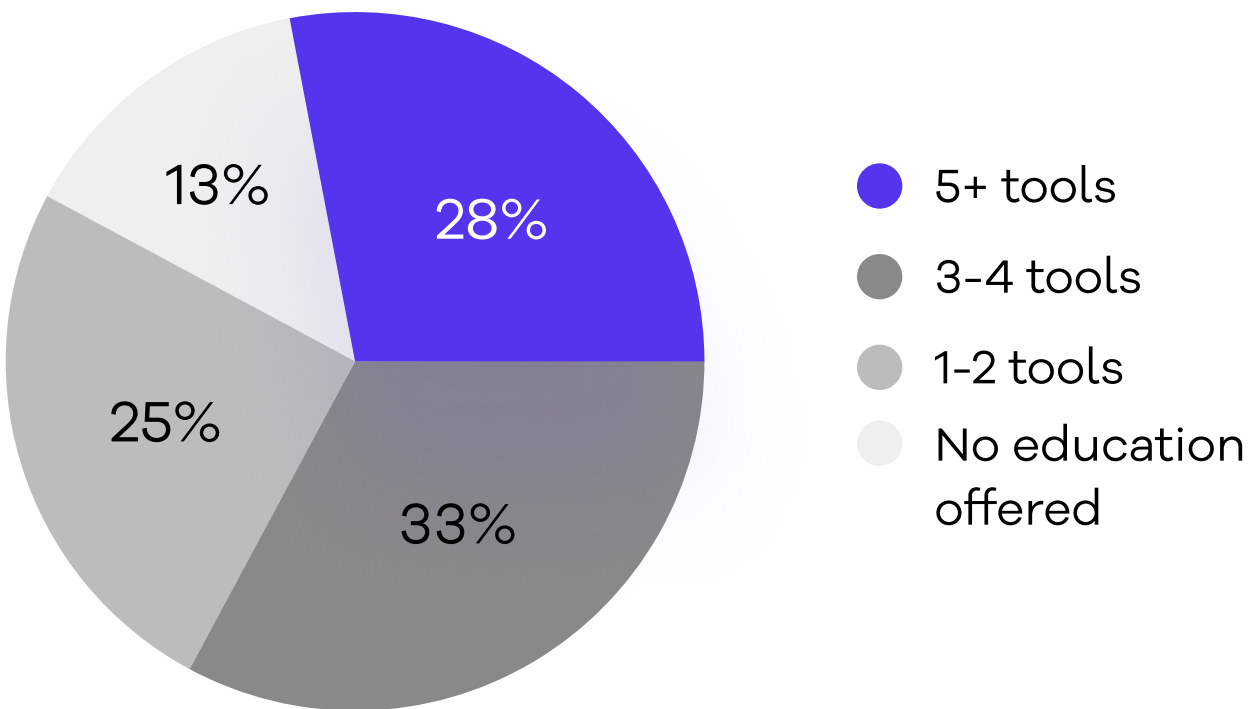


Figure 2.3.

How do credit unions educate the youth?

Credit Unions in California offer a wide variety of financial wellness services to adults, with more than 28% offering at least 5 different types of educational tools. On the other hand, **youth (focused on GenZ and GenAlpha) education programs are more scarce.** Based on our research, 40% of credit unions offer financial education tools to the youth population.

40% of the examined credit unions offer at least 1 financial wellness tool to youth individuals. That is, roughly ⅔ of the credit unions target the youth population with educational content.

Based on *Figure 2.4*, the most popular educational tool provided by credit unions in the state of California are financial education courses: 30% of credit unions offer youth financial wellness courses to the public or their customers.

While only 25% of credit unions maintain a financial education blog for youth (compared to 80% for adults), videogames are more popular, with 22% offering educational games to the youth.

In terms of accessibility, 83% of California credit unions allow all members of the public to access their youth educational content for free, while 17% restrict access to members only. As per *Figure 2.5*, while educational content for adults is widely (55%) available in Spanish, only 18% of credit unions offer Spanish financial literacy programs to the youth, often through third party providers.

Figure 2.6 shows the number of different types of educational solutions offered to the youth. Our research concludes that 22% of credit unions offer at least 3 different ways which the youth can engage in learning about financial literacy.

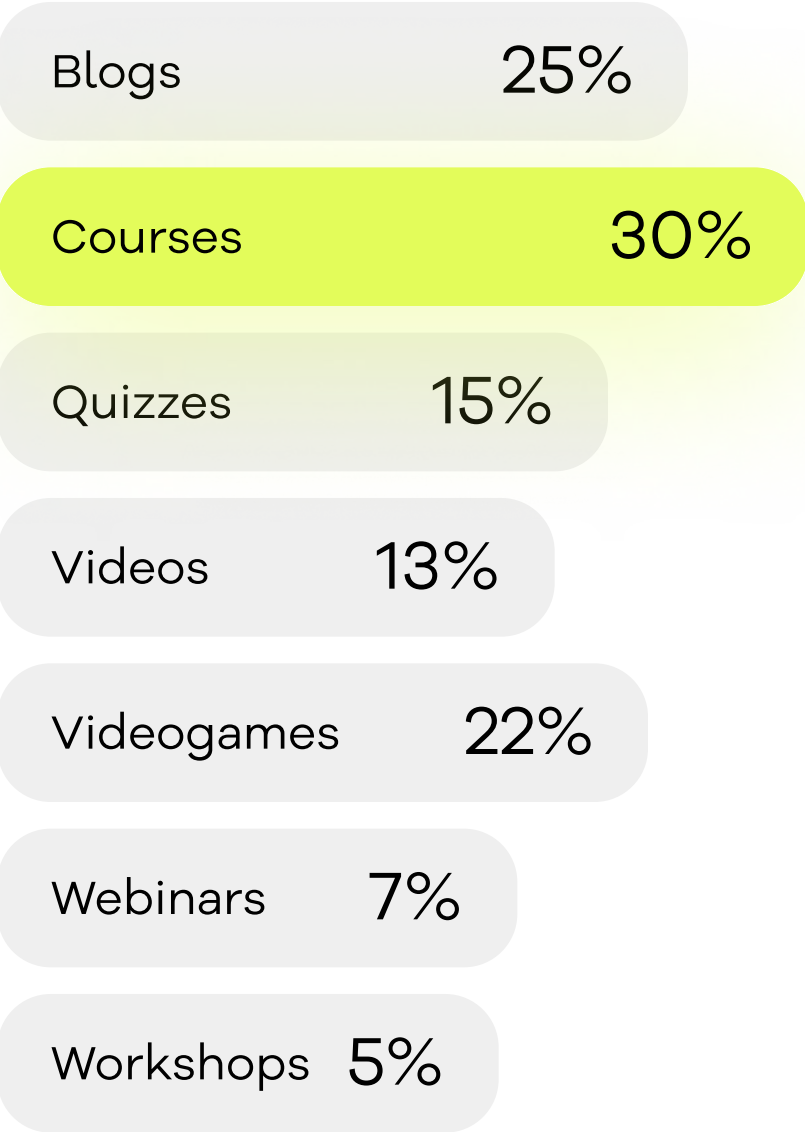


Figure 2.4.

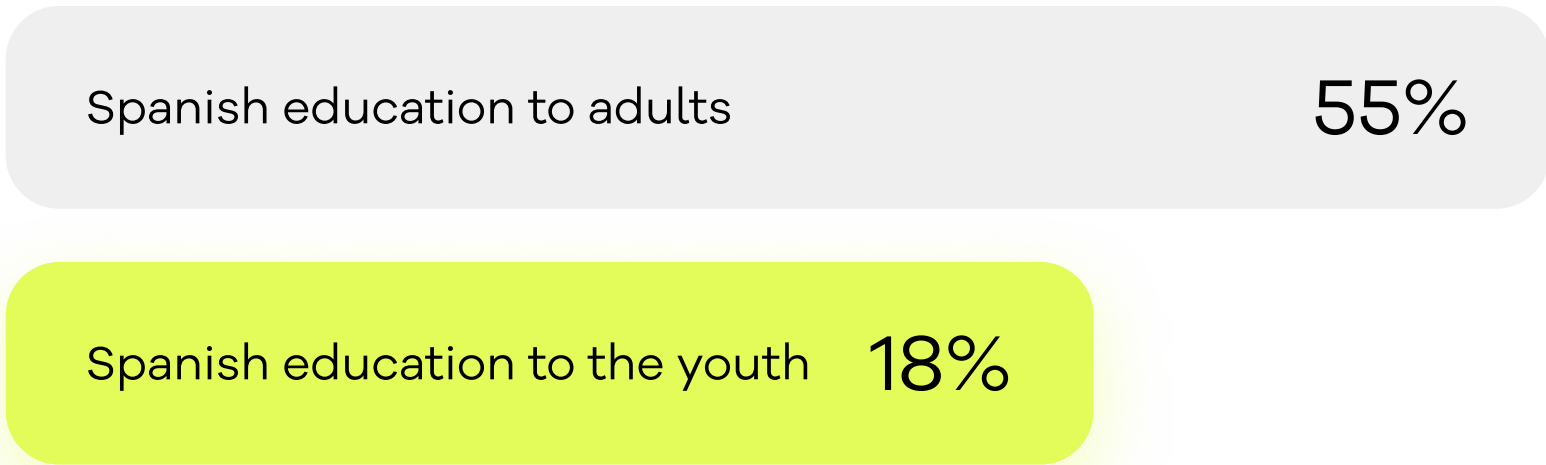


Figure 2.4.

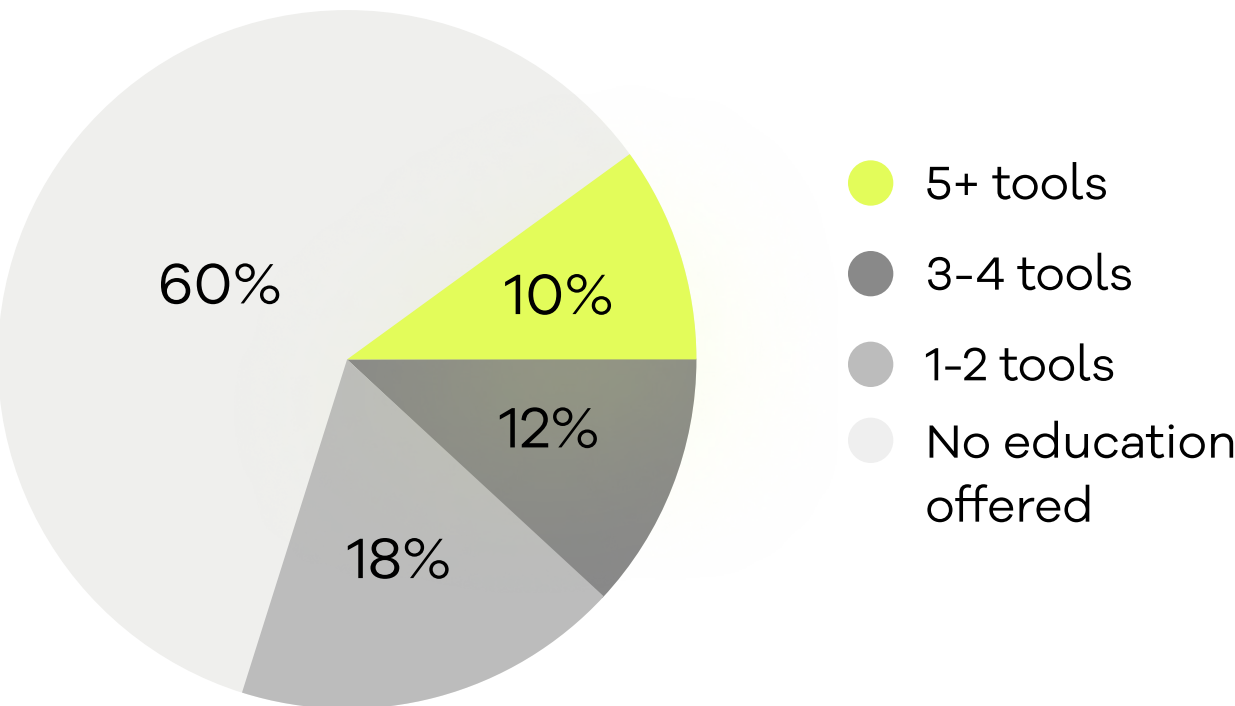


Figure 2.6.

Takeaways

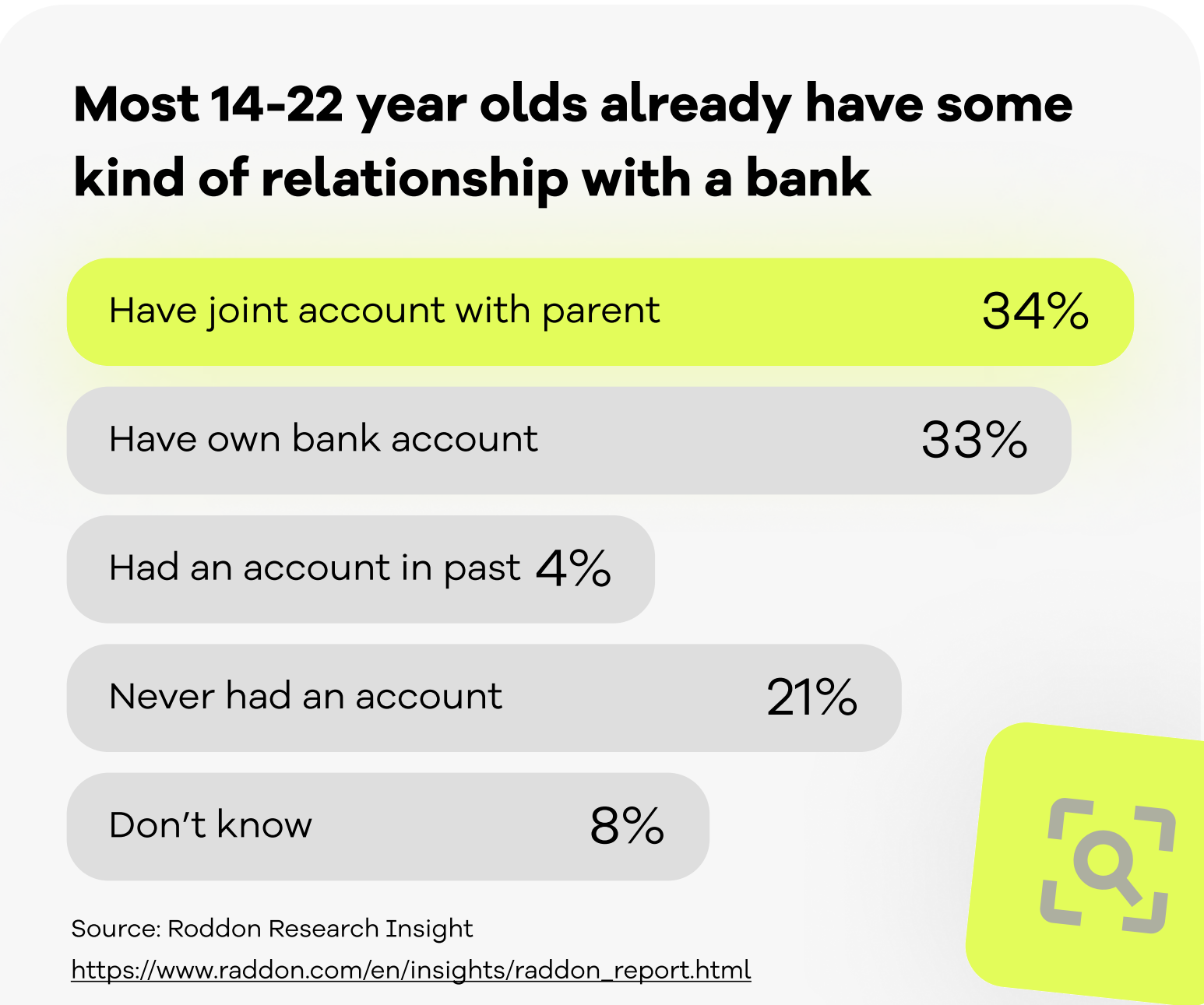
Credit unions are financial institutions that not only provide good value financial services, but also create value for the society as a whole. One of the sources of this value creation is how credit unions help their members and the public in becoming financially literate, through various channels, such as counseling or financial wellness initiatives. Our research supported the polling conducted by CUNA - which concluded that members of credit unions are very positive about their financial institutions’s impact on their financial well-being.

With almost **90% of credit unions offering financial literacy programs to their adult members**, credit unions impose a strong presence in the educational sphere in the United States. The average U.S. citizen struggles with financial literacy, while educational policy is yet to catch up with the needs of the population. While 87% of credit unions offer at least 1 financial educational tool, **28% offer at least 5 different ways to learn about finances**.

² https://www.raddon.com/en/insights/raddon_report.html

In combination with prior research, we can conclude that **financial literacy programs offered by credit unions are a major factor in differentiating themselves from commercial banks**.

Based on research conducted by Raddon², **67% of GenZers** (aged 14-22) **have a bank account at a credit union or a bank in the US**. With such high participation in banking from the younger generation, financial literacy has never been more important. **With changing consumer behavior, we get access to financial services at a younger age**.



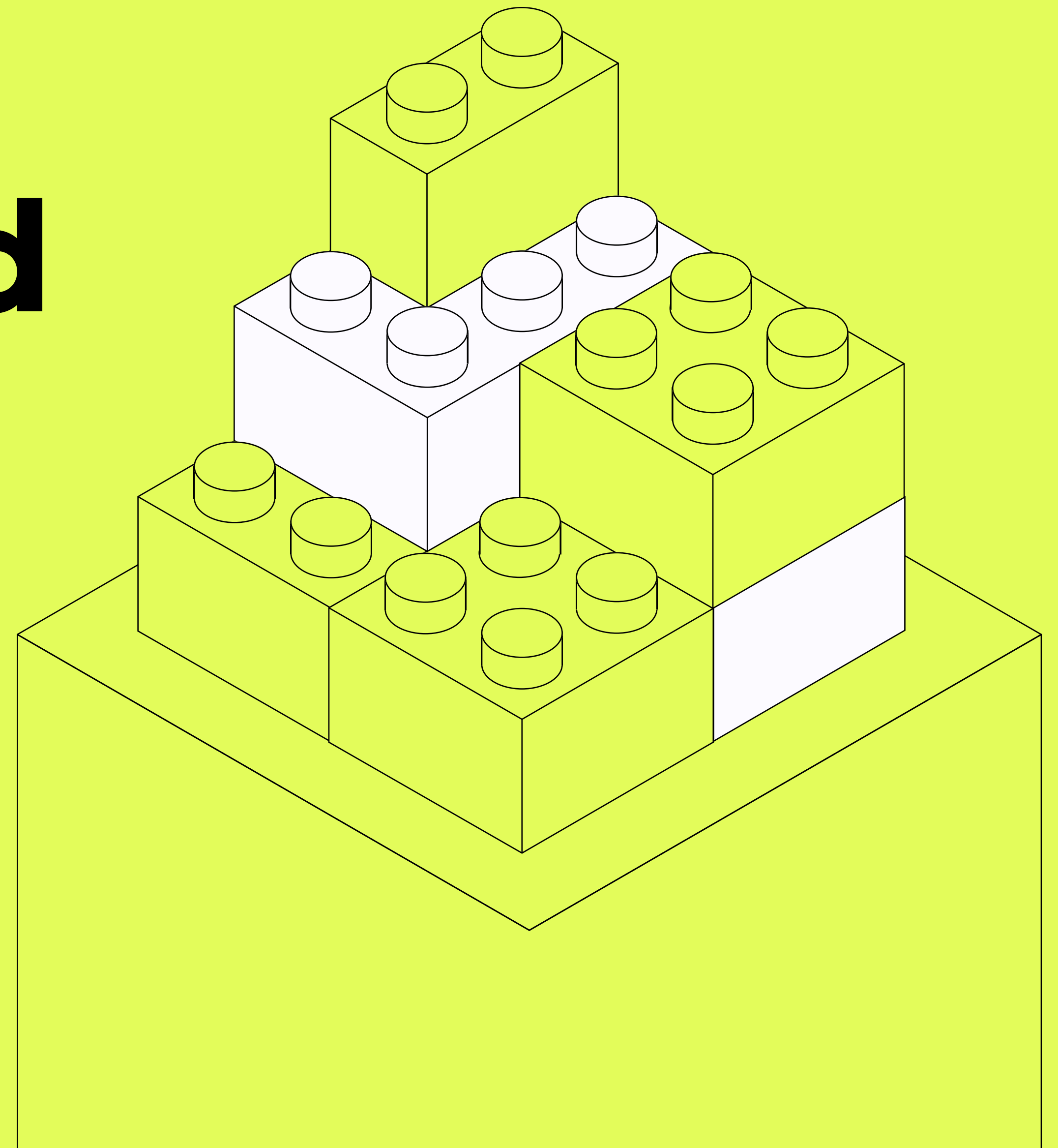
Educating the youth about financial theory and financial tools is equally important. Studies revealed that the financial literacy curriculum is still in development in the school system across the US, while teens and young adults struggle the most with financial literacy and well-being. Based on our research, **40% of California credit unions offer financial literacy programs to the youth, with 22% offering at least 3 different ways to learn about finances**. Thus, credit unions put notable efforts into engaging with GenZ and GenAlpha in California, through educational videos, courses and videogames.

Despite having a **Spanish speaking population** of more than **15 million in California**, **only 18% of credit unions have Spanish financial literacy programs for the youth**. 55% of credit unions have Spanish education for adults. As such, financial education in Spanish is still to be developed among the credit unions, leaving a **market gap** for educational or financial institutions.

Chapter 3.

Solution offered by Peak

03.



Why financial education of the youth is important - and how your institution can benefit



1 Reaching the younger generation

Studies show that the average U.S. adult sticks with their primary checking account for more than a decade, primarily due to convenience factors. The same is true for young adults (18-35), who on average have had their primary checking account for more than 7 years¹.

In an evolving banking landscape, with emerging digital banks offering highly competitive services, fees and rates, it has never been harder to acquire new customers. By offering modern day financial wellness programs to the youth, the credit union unlocks a new communication channel to target the younger generation, and secure the next generation of credit union members.

As teens increase their understanding of the banking system and financial concepts, parents are more likely to allow their children to learn through experience, by opening a youth checking account.

¹ <https://www.ngpf.org/blog/checking-accounts/question-of-the-day-how-long-has-the-average-us-adult-used-the-same-checking-account/#:~:text=U.S.%20adults%20on%20average%20have,reasons%20largely%20centered%20on%20convenience.>



2 Better knowledge unlocks higher participation

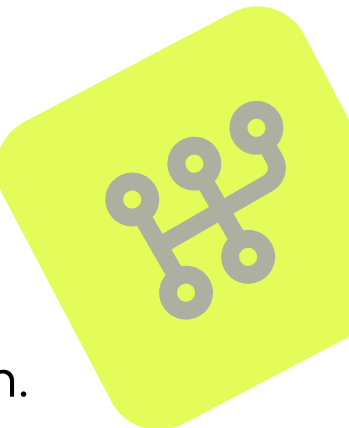
Individuals with higher levels of financial literacy tend to participate more in the financial system. Studies have shown that adults with better financial knowledge use financial instruments more often, including mortgages or credit cards. They also tend to contact financial institutions regarding financial products more often. In addition, more than ⅔ of people without bank accounts are financially illiterate.

By educating the youth, the new generation of banking clients will be more adequately prepared about the services offered by financial institutions, thus using them more effectively. Through educating their customers, financial institutions can reduce bad debt and delayed payments, and increase the sale of financial products. Nonetheless, through financial literacy initiatives, credit unions will further establish themselves as trusted financial institutions.

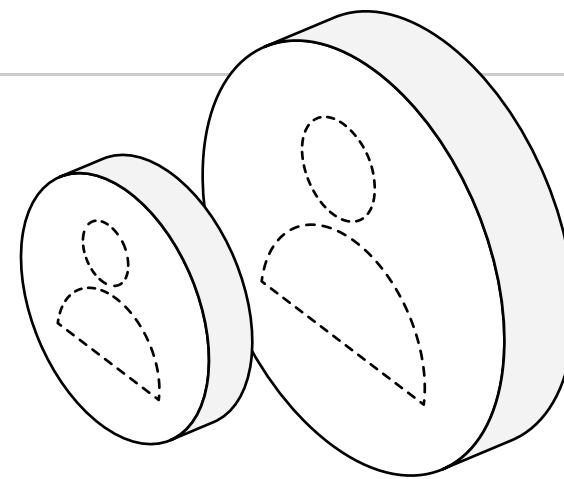
3 A societal mission

Improving the financial literacy of teens and young adults is a societal mission. Although state curriculums are catching up with the demand for better financial education, they are still lacking in providing students with proper resources to participate in the complex modern day financial system.

It is not only educational institutions that are responsible for raising the financial wellness of US citizens - financial institutions must also participate in creating a financially literate society.



Peak Financial Wellness



1 Designed with a behavioral science approach

Peak Financial Wellness is designed for credit unions to provide financial education to their youth members through a single platform. The platform is designed with a behavioral science approach. This is reflected throughout the whole platform, from user experience design to gamification design - kids and teens have higher engagement levels, while also maintaining focus.

2 Playful learning

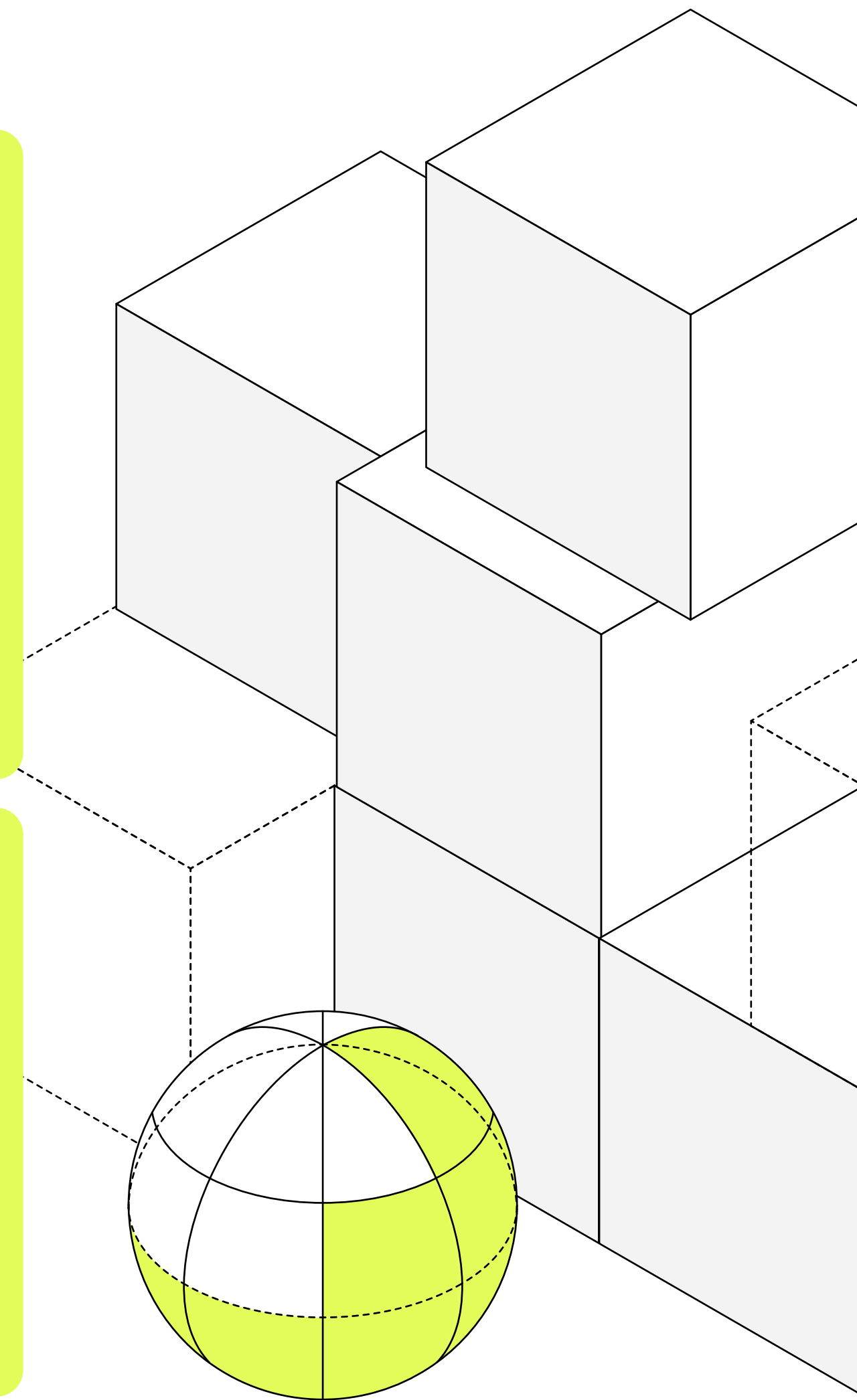
Tailored to stay ahead of concurrent generational trends, the platform has a gamified design - with gamification, users experience learning in a similar way as if they were playing their favorite games. Users are allowed to create their own avatar, compete with their friends on weekly leaderboards, and receive in-game and real-life rewards.

3 Tailored to your needs

The white-label nature of Peak Financial Wellness allows you to customize the platform based on your preferences. Our products are built with a modular approach, allowing you to add or remove features to your needs. This also enables you to design the platform to reflect the identity of your credit union - add branding, colors, and other design elements in-line with your brand identity.

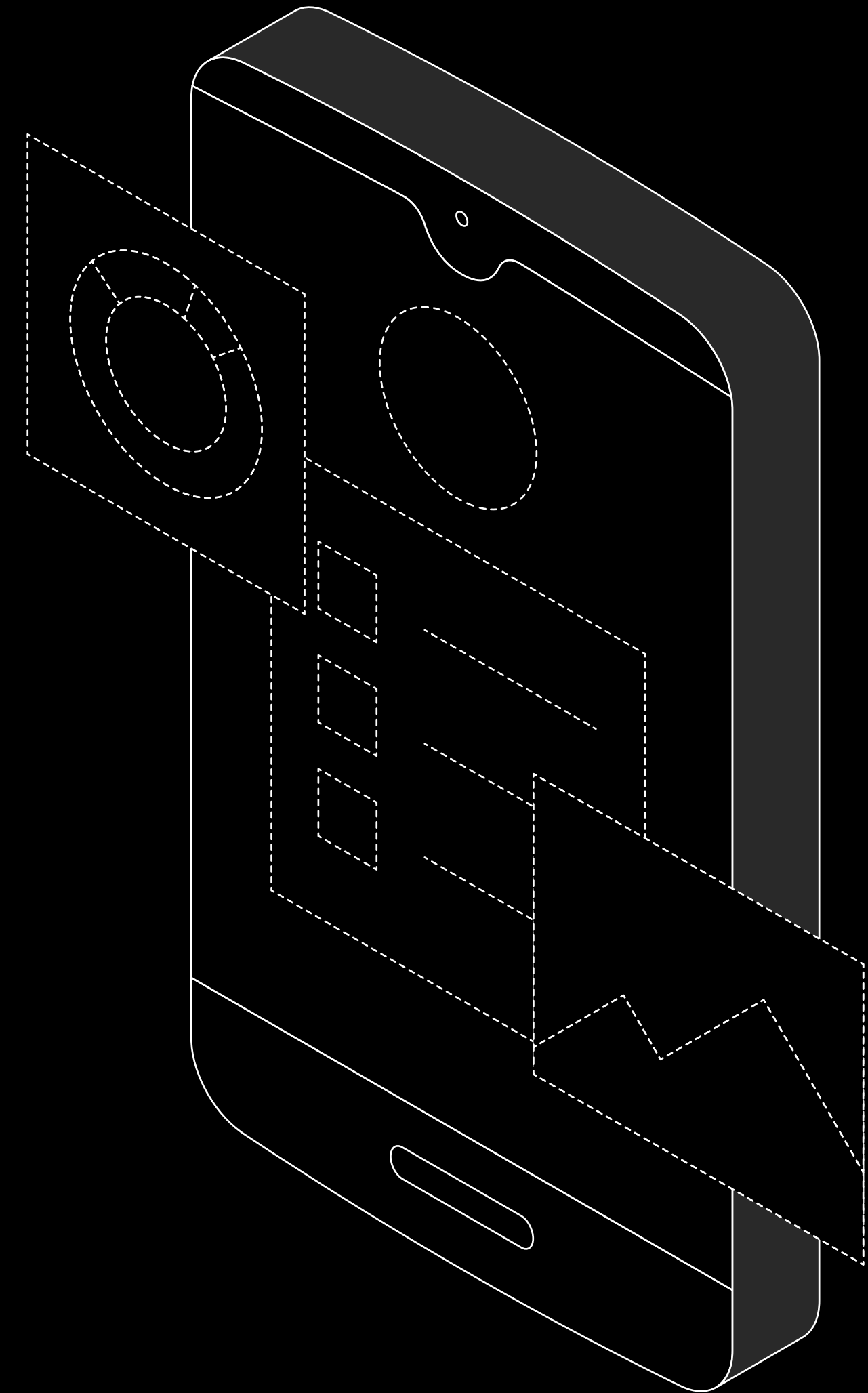
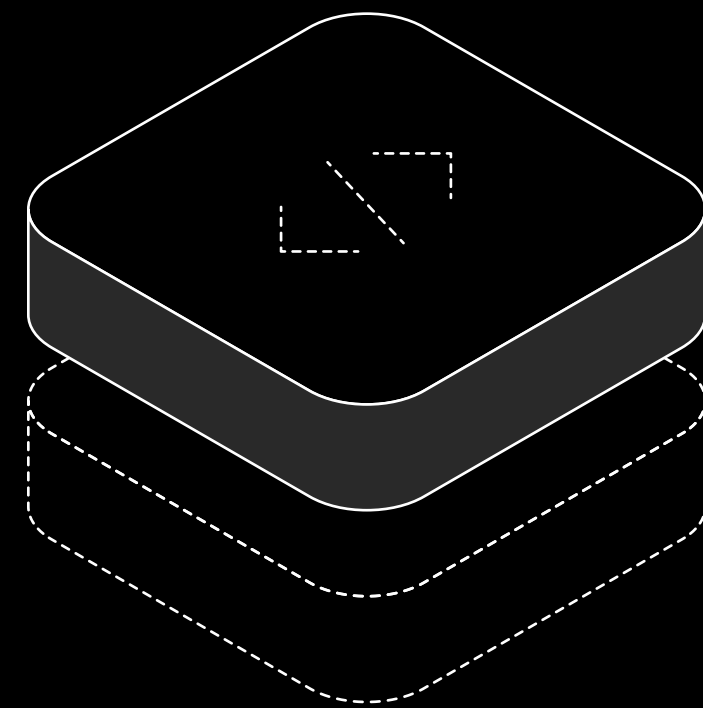
4 In-sync with your educational strategy

Apart from branding, you can upload your own financial education content to the platform. Peak Financial Wellness is compatible with all kinds of educational methods and tools, including blogs, quizzes, videos, slides and games, among others.



Chapter 4.

Next generation UI/UX trends



04.

Designing For The Future

In the ever-evolving landscape of design, staying attuned to the needs and preferences of emerging generations is paramount. Gen Z and Gen Alpha, the digital natives of our time, are exerting a significant influence on the trajectory of design. This influence underscores the imperative for designers, marketers, and innovators to cultivate a deep comprehension of these generations. The profound impact these demographics have on the fields of product design, marketing, and user experience necessitates the translation of their preferences into the most fitting and appealing products.

What appeals to Gen Z and Gen Alpha?



Gen Z

Gen Z, born from the mid-1990s to the early 2010s, is a tech-savvy and entrepreneurial generation. They value honesty and authenticity in everything, and care about social and environmental issues. They prefer clear communication from banks and use digital tools for managing finances. Yet, many still face challenges in developing comprehensive financial literacy, making financial education a key concern for this generation.

When we think of Gen Z, we often associate them with bright hues and endless reels of viral content. This generation predominantly came of age with social media, beginning with Facebook, followed by Instagram, and now encompassing platforms like TikTok and BeReal. These platforms undeniably contributed to the development of their short attention spans and their craving for multidimensional experiences. Therefore, they should serve as the foundational consideration when designing for teenagers and young adults.

This mobile-first and digitally savvy generation, seeks design that aligns with their unique needs. They value gamification, transforming everyday tasks into engaging challenges. Community and social consciousness are paramount; they crave platforms that foster authenticity and meaningful connections. Customization is not only about aesthetics but also functionality, allowing them to shape their digital experiences.

Their communication style, characterized by short sentences, memes, and GIFs, underscores the importance of creating mobile-responsive, gamified, community-centric, and highly personalized platforms that reflect their values and provide purposeful interactions.

Their aesthetic choices include a distinct tech-nostalgia palette (with 'Gen Z Yellow' being the most commonly cited color) and an abundant chaos of maximalism*.



*Maximalism in design is an aesthetic and artistic approach characterized by an abundance of visual elements, patterns, colors, textures, and decorative details. It stands in contrast to minimalism, which emphasizes simplicity, minimal ornamentation, and a "less is more" philosophy. Maximalist design revels in complexity, excess, and eclecticism, resulting in visually rich and opulent creations.

Gen Alpha

Gen Alpha is the first generation to be fully immersed in digital technology from the moment they are born. They are growing up in a world where smartphones, tablets, and smart devices are ubiquitous, and they are likely to have digital devices and internet access at a very young age. Given that this generation is still very young (born from 2010 onwards), most of them have little understanding of finance in general. This might present a significant opportunity for both introduction and advancement of financial education initiatives.

While there may be a perception of close similarities between Gen Z and Gen Alpha, in-depth analyses by various research agencies have uncovered nuanced distinctions in their media consumption, gaming behaviors, and brand interactions.

Younger segment of the generation often names YouTube as their favorite platform, watching on a tablet or a smartphone. However, as they grow older, many tend to transition towards TikTok, reflecting the shifting landscape of social media and content consumption among different age groups. Their approach to gaming transcends mere entertainment; it serves as a canvas for expressing creativity and building their own virtual worlds. Gen Alpha's discerning nature extends to their views on brands, as they demand authenticity and a reflection of genuine human experiences and voices.

Moreover, they exhibit an even stronger emphasis on a sense of purpose, reflecting a growing awareness of societal issues. In essence, while Gen Alpha shares similarities with Gen Z, they embody a "more" mentality—more creativity, more authenticity, more purpose, and more concern for mental health, showcasing their potential to make an even greater impact on the world.

Gen Alpha's aesthetic preferences lean toward creative curiosity, embracing a diverse range of playful, optimistic, and even pleasantly messy visual styles that offer surprises around every corner. In their pursuit of aesthetics, sustainability holds a prominent place, with a keen eye for visuals that emphasize eco-friendly practices. Additionally, Gen Alpha places great value on inclusion, making designs that celebrate diversity and welcome all perspectives particularly resonant with this generation.

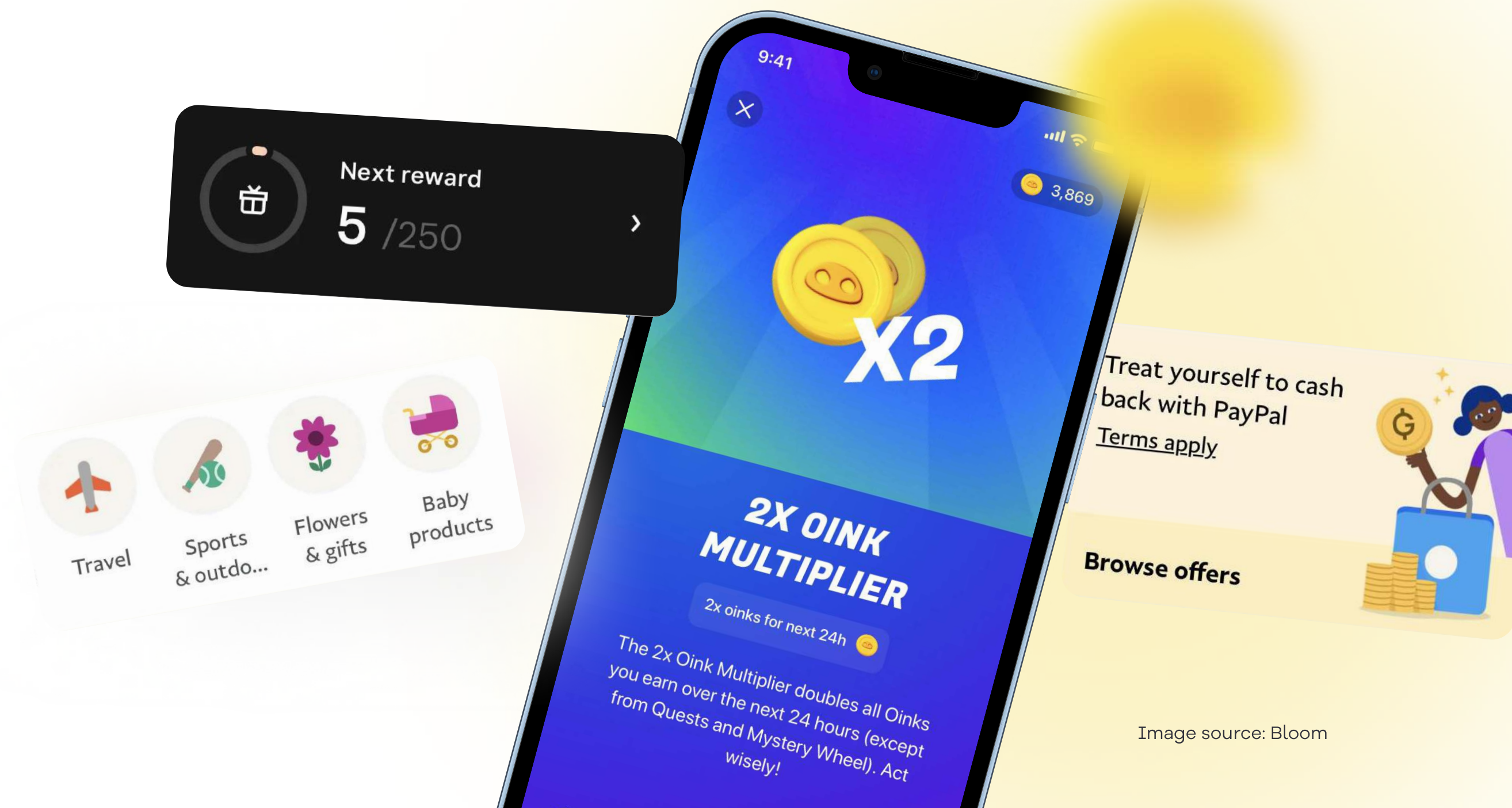


Image source: Bloom

Takeaways

For digitally savvy generations like Gen Z and Gen Alpha, an **excellent user experience is not an add-on but a starting point**. They expect intuitive and visually appealing interfaces, instant responses, bug-free performance, efficient customer support, and flawless functionality as a baseline.

Credit unions should understand and adapt to the unique ways in which Gen Z and Gen Alpha process information. They have limited and fragmented attention spans; information must be organized compactly and creatively. Employing **visually engaging content** - especially during complex and text-heavy situations - **can significantly enhance comprehension and retention**.

Integrating gamified elements can metamorphose mundane financial management tasks into exciting and educational activities for the younger clientele. Tutorials, quizzes, and challenges related to budgeting and saving are just some of the few functions that credit unions can implement to enhance information retention and foster a deeper understanding of financial concepts. In addition, integrating a rewards system where users can earn points or badges for completing specific tasks or learning modules can further incentivize using these educational tools and features. By doing so, credit unions not only make financial management and education more appealing and accessible but also **resonate more profoundly with the expectations and preferences of Gen Z and Gen Alpha**.

Credit unions must highlight and integrate their commitment to societal and environmental sustainability within their digital platforms to strike a chord with Gen Z and Gen Alpha. **These generations prioritize authentic engagement and impact, seeking institutions that transparently showcase their contributions to broader societal and environmental well-being.**

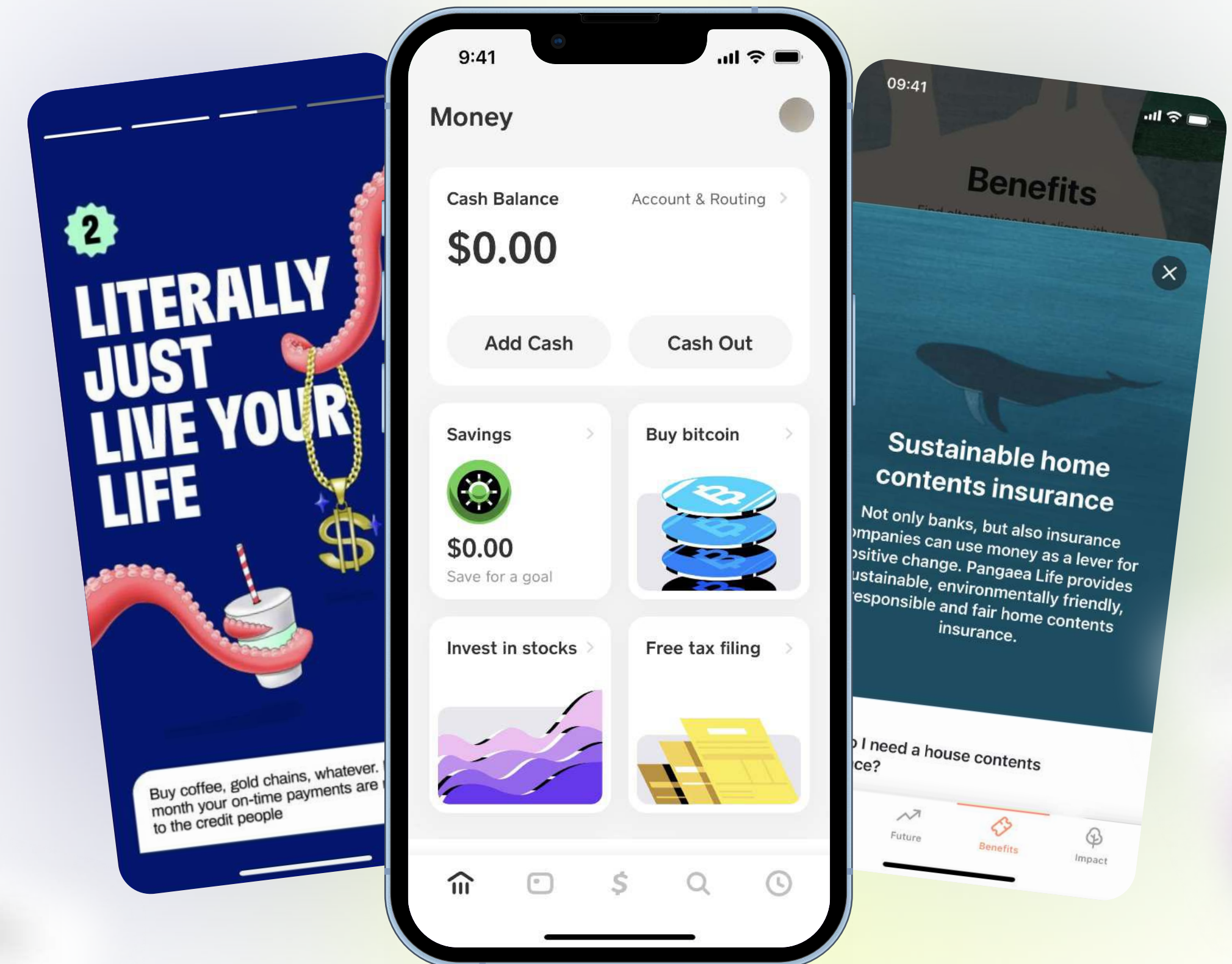
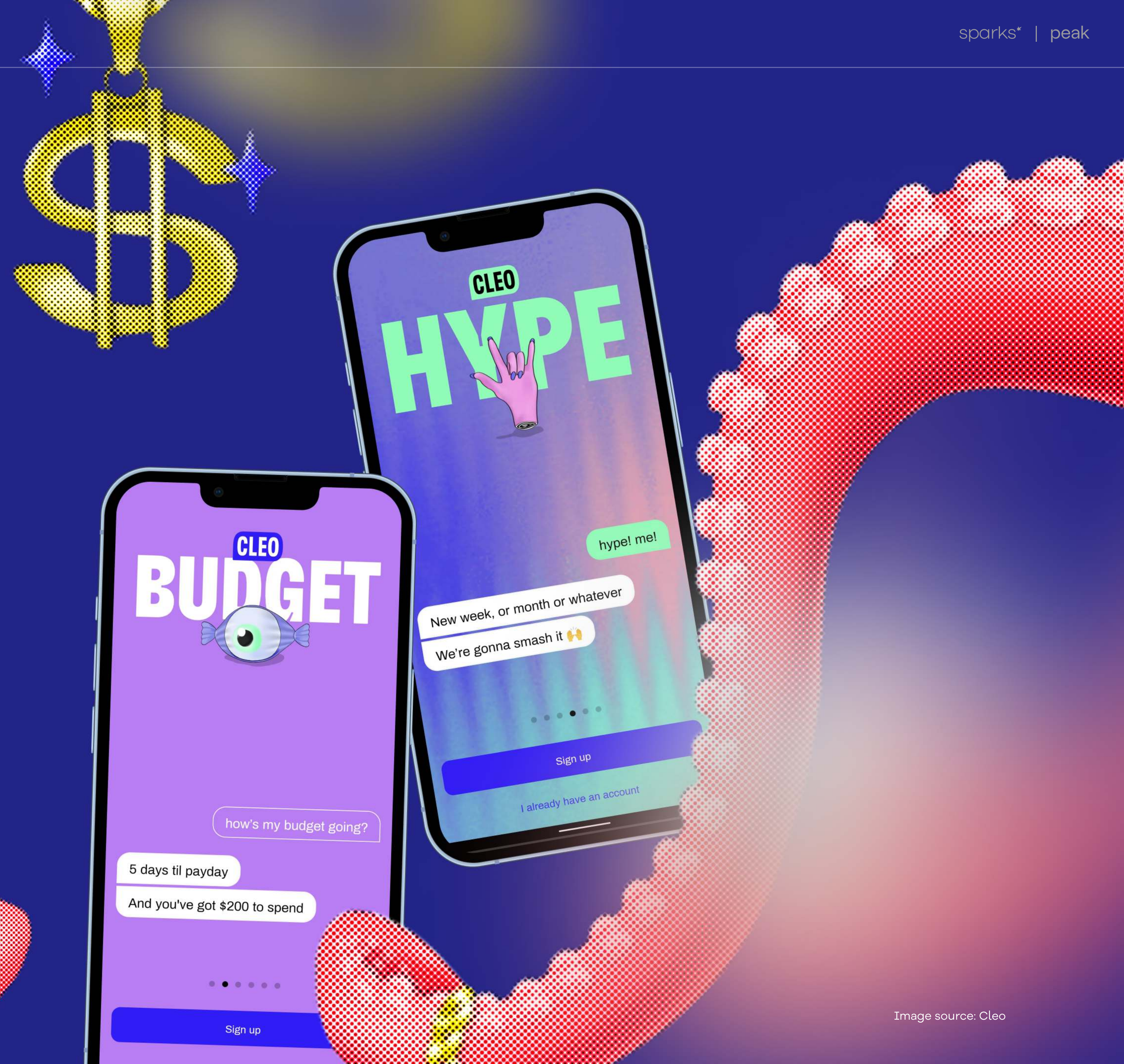


Image source: Cleo, Cash app, Tomorrow

Secure the next generation of members

In essence, to effectively reach and resonate with Gen Z and Gen Alpha, credit unions must prioritize overhauling their digital platforms to align with these generations' visual, interactive, and communicative preferences. Focusing on vibrant, inclusive, intuitive designs and engaging, personalized, and gamified experiences will attract these demographics and foster long-lasting relationships.



Chapter 5.

About Peak & COMET

05.



Peak

We are a one-stop fintech provider, dedicated to empowering your business with innovative solutions from ideation to implementation. Our synergetic business divisions will support your project at every stage. Through partnerships with prominent market leaders, we deliver exceptional value to lead you through the complexities of fintech, accelerate your time to market, and unlock new revenue streams.

10 Years

40+ Colleagues

52 Card programs

88 Countries

peak

peak platform

Unlock the potential of fintech with our easy-to-use, cloud-based platform to create, customize, and launch cutting-edge financial products without extensive domain expertise.








peak advisory

Empower your business to thrive in fintech with expert guidance, tailored strategies, market insights, and leverage our domain expertise to drive growth and innovation.

peak media

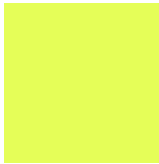
Dive into the world of fintech with your comprehensive source for daily news, expert insights, engaging podcasts, and in-depth articles. Stay ahead of the curve and fuel your passion for fintech innovation.

Partners

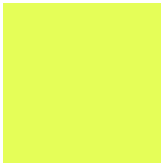
	
	
	
	

[Peak website](#)

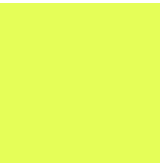
peak advisory



Card Program Management



Fintech Product Development



Go-to-market strategy



Market research & Best Practice Analysis



Monthly Fintech Review

100+ pages/month
Worldwide fintech analysis
month by month

peak media

News Portals

 **fintech.hu** |  **fintechradar.hu**
10.000+ professional articles

Radio Broadcasts & Podcasts

Fintech, Blockchain, ESG
500+ podcasts

Educational Materials

Fintech Sparks
500+ pages

Peak Fintech Brain

Own developed multi
language AI tool



peak

[Peak website](#)

peak platform

Shortcut to build high performance fintech products.

- Insights Dashboard
- Content
- Web
- Android
- iOS
- Cloud Infrastructure
- Backoffice


Solutions


Prebuilt **market ready** fintech products.

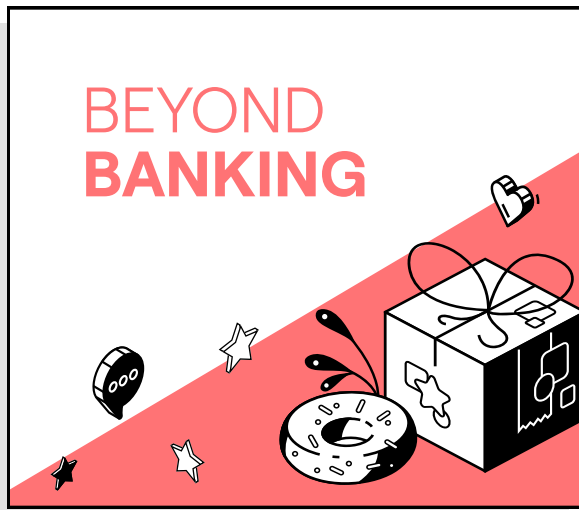
- Parent and Child
- Overseas Connect
- Intermall
- Synchronix
- Peakwallet
- ...

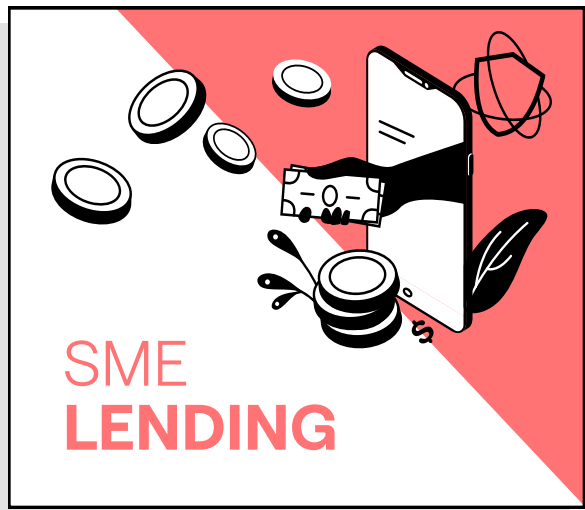
Products

Our **capabilities** are packed into products. You can easily extend them from our growing **marketplace**.

- 

CARD
- 

FINANCIAL WELLNESS
- 

BEYOND BANKING
- 

SME LENDING

Launch: 2024 Q2

Capabilities

Essential fintech building blocks.

- Credit Cards
- Debit Cards
- Virtual Cards
- Prepaid Cards
- E-Wallet
- Account
- PSP Gateway
- Hierarchical Relations
- CMS
- Open Banking Gateway
- Monitoring

Marketplace

Third-party extensions.

- DiPocket
- Zapier
- NAV
- KYC
- Visa
- Mastercard
- GoCardless
- Sendgrid
- Stripe
- Thredd
- AI Chatbot

[Peak website](#)

mercurylabs

**The Next Level of
Fintech Intelligence**

Imagine a place where human expertise and artificial intelligence come together to solve the most complex fintech challenges – welcome to Mercury Labs.

**What Can Mercury's
Technologies Do for You?**



Create data driven strategies



A fintech brain loaded with expert-level materials



Auto-sync existing data with AI models



Instantly access any information and insights



Make complex knowledge easy to understand



Chat with data via AI

peak

[Peak website](#)

Comet

COMET is an independent digital studio based in Budapest, focusing on strategic design and engineering. Since 2017, we help companies plan, design, develop, launch and grow their products or brands. Regardless of the size of the organization.

We are passionate about the positive impact digitalization can bring to the world. And we can aid the process by helping businesses and people.

Founded

in 2017

Teammates

30+

Clients

100+

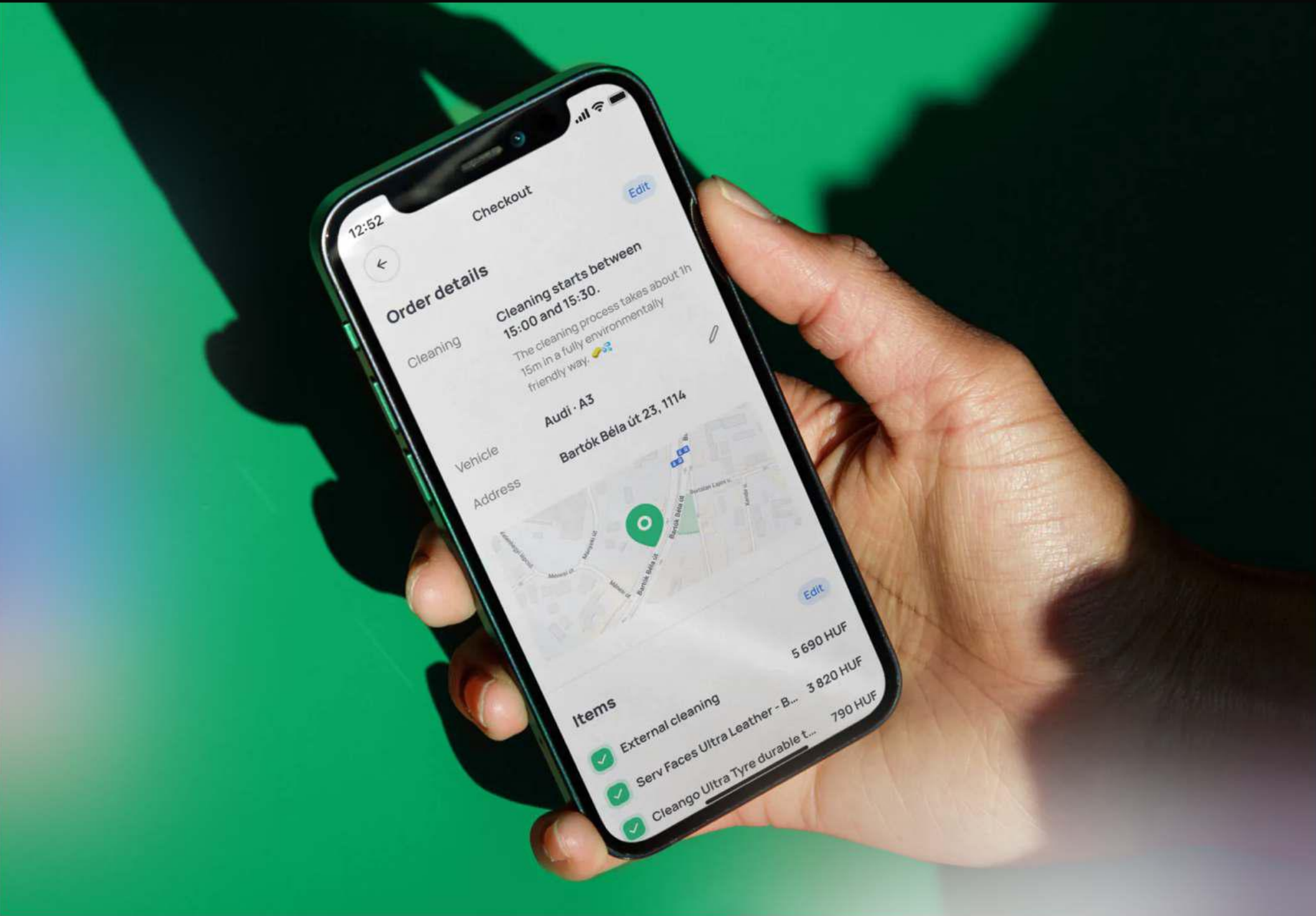
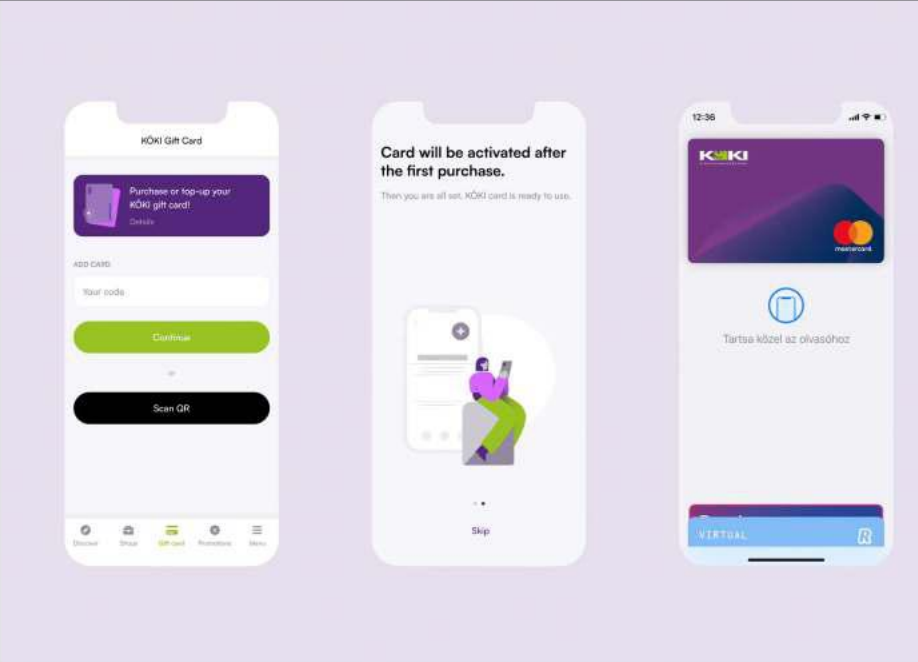
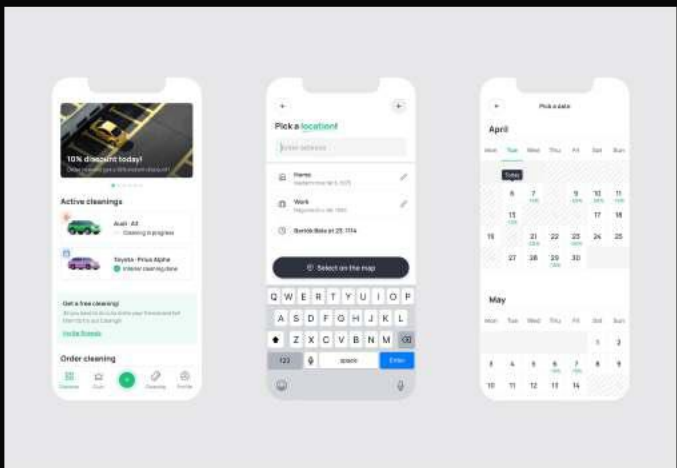
Projects

200+



Approach. With a value-driven, holistic approach, we identify opportunities to elevate businesses and deliver future-proof digital products. Through insights and open conversation, we strive to deeply understand the mission and move brands forward. [Learn more.](#)

HBO MAX Carton Network JCDecaux VISA T-Mobile Globus Budapest Bank On Running



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Contact: news@peakfs.io
Web: <https://peakfs.io/>

Our staff:

Responsible publisher: Márton Suppan
Editor and author: Georg Bendarzsevszkij (Peak)
Analyst: Márton Molnár (Peak)
Author: Anna Bor & Boldizsár Mátyás (COMET)
Layout and design: Attila Gulyás (COMET)
Layout and design: Endre Kincses (COMET)
Layout and design: Flóra Varga (COMET)

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