



## Value Prop

Personal financial stress is a major contributor to lower productivity, high health-care costs, and increased absenteeism at the enterprise level. In addition, financial education solutions are often out of date, overly strict in their advice, or just plain boring. That's why Banzai creates online financial education solutions that provide real advice for real people when real life happens. Our products are engaging for individual users and scalable for enterprises.

<b>Headquarters</b>	Provo, Utah, USA
<b>Year Established</b>	2007
<b>Number of Employees</b>	60
<b>Ownership</b>	Privately held
<b>Capital Raised to Date</b>	\$0
<b>Target Client Size</b>	250-2,000+
<b>Number of Employer Clients</b>	800+

## Solution Overview

- Wellness Center
  - 60+ up-to-date financial articles across 10 topics
  - 18 embeddable, financial calculators
- The Banzai Coach
  - Virtual financial adviser with 5 modules; more in development
- Implementation Support
  - Individual representative
  - Advanced reporting (e.g., user data)

## Banzai Target Market

- Enterprises: HR, employee benefits, total rewards providers
- Financial institutions: banks and credit unions

## Who the solution serves

- Adults with the following concerns: buying a home, planning retirement, budgeting, starting a business, borrowing and credit, investing, and more.
- Financial institutions sponsor Banzai microsites for K–12 teachers, employees, and account holders.

**Banzai Achievements**

- 200+ partner organizations offer Banzai as an employee benefit
- 95% contract renewal rate, dollar weighted.
- Best of Show, FinovateFall 2018
- Curriculum of the Year, EIFLE

**Revenue/Pricing Model**

Monthly cost per full-time employee

\$2–\$5\*

\*Contingent on number of users, employees, or on use case