

# D2D Fund Think Wrong Blitz Small Bet Candidates

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## Kids' World Co-op

### Essence:

*A social and “real” currency savings and spending product*

### How might Maria describe Kids' World Co-op?

I have a great job; the only challenge is that my schedule varies a lot. While some people seem to be able to readily work around these changes, it's hard for me because I have two kids who are too young to stay home alone.

When I asked my boss about obtaining a more regular schedule, she explained to me that she doesn't have any control over our individual schedules. They are generated by software that moves everyone's schedule around, and sometimes the location of where people are to work, in order to make the company run more efficiently. It's called working “on demand.” I understand that companies need to be profitable, and I do what I can to make our customers happy, but this scheduling practice is making *my life and my kids' lives* much more inefficient and expensive.

You see, flexible scheduling software has not come to the childcare world. I pay for 40 hours a week of childcare, which I have to use Monday through Friday between the hours of 9 a.m. and 5 p.m. I can pay early and late fees when I have an early or late shift, but this costs me lots of money—and I still have to pay for the hours when I don't bring my kids to daycare. My kids don't like the early and late shifts because the overtime staff is not very good. They are mostly warm bodies.

My boss understands how hard this is for me and told me about Kids' World Co-op, a different kind of daycare center. What makes it different is that I have some flexibility about when my kids can attend, so I can better match my work schedule and their daycare schedule. Here's how it works: When I get my work schedule, I can go online and “book” my kids' daycare schedules. Kids' World Co-op guarantees that I will have coverage for my kids, no matter how varied my work schedule, and that my kids will always be looked after by good, kind, professional people. Sometimes there is “surge” pricing, but I know that ahead of time, and can plan for it.

My kids love the Kids' World family—they think they work there, just like I work at my job. I love that Kids' World Co-op understands what work is like these days—who has a 9-to-5 schedule anymore? They have substantially reduced my stress about managing my work schedule and my kids' daycare schedule. I've told several of my friends and coworkers about Kids' World—when you find a good thing, you tell people about it—and I get rewarded for referring new folks if they stick around for a couple of months.

The Co-op provides me with easy-to-understand bills, which highlight where I paid surge pricing. They also predict what will be the surge-pricing hours in the coming

weeks, so I can give this information to my boss. While she can't change my schedule, she can see how much the company's scheduling practices impact my finances. At the end of this month we are going to send the Human Resource people the bills so they can understand, too. We are going to ask them if they can either make sure that I'm scheduled to work during "nonsurge" daycare hours or to reimburse me for the extra cost. I'm a good employee and my boss is hopeful that with this information they will want to help me out. In any case, I'm no longer paying for daycare hours that I don't end up using. That makes me feel much more relaxed.

I'm taking an online class as often as I can—the deadlines for papers and projects are pretty flexible—because I want to become a childcare provider. I love kids and if I can work at a place like Kids' World Co-op, my kids and I can go to "work"

together—at least until they start school. Because I'm studying to be a childcare provider and I've passed all of the background checks, I can usually "apprentice" at the Co-op on days when I'm not scheduled to work. I'm learning new skills and earning credits for school! After I complete all of the hours I need for school, I can continue to assist in the "classrooms," especially during surge hours when it's harder to staff. I can earn cash or daycare credit for working these hours. It's great to be able to earn some extra cash; makes it easier when I sit down to pay my bills.

Kids' World Co-op is a neighborhood to me. They have not only helped me solve the problem of work and daycare schedule mismatches, they also make things work for me—which feels incredible and very different from my other job. I feel respected and capable. Sometimes it feels a little too good to be true.

# Green Envelope

## Essence:

*Universal access and participation*

*Kill predatory lenders*

*Meet customers where they are*

## How might Maria describe Green Envelope?

For years I have cashed my paycheck at the same check-cashing place. They know me and don't hassle me like banks. But they are expensive and are not exactly located close by where I live (but neither are banks).

Not too long ago my best friend told me about Green Envelope. She said, "Maria, you're going to owe me for this tip! Finally, there is a way to cash checks without having to pay those crazy fees and having to travel to the other side of town!" I didn't believe her at first because we often joke around about how life could be for us, but it turns out she wasn't joking. She told me to go to the post office if I didn't believe my best friend and check it out for myself. And I did.

I went to the post office and asked the man behind the counter about Green Envelope,

fully expecting him to start laughing at me. But instead he started to tell me about how I could cash my paychecks (and even government checks) for nearly free with Green Envelope. And I could deposit money directly into a bank savings account and even send money to my mother through Green Envelope for less, too.

All I have to do is bring my check to any U.S. Post Office and choose whether I want to get cash immediately, load cash onto a prepaid card, send my mom some money, or put money away in a bank savings account without having to actually go to a bank. Or I can do all these things if I want. Green Envelope is safe, easy, less expensive, and located right in my neighborhood. I feel like someone who has made it, who can have services come to them, and live with less hassle.

# Pokémoney

## Essence:

*Meet people where they are*

*Personal finance as a lifelong adventure*

*Explore opportunities at the intersection of fantasy and reality (online and in-person game play)*

## How might Maria describe Pokémoney?

I want my son to develop an understanding of money by having some practical experience in a no-risk environment. My parents taught me a lot, but somehow I didn't learn much about managing my finances. I want my son to be able to control his money, not be controlled by it. Although I don't like him to be on his phone playing games too much, I know he will learn more from Pokémoney than from me and he will enjoy it. To him, Pokémoney is a fun game where he solves puzzles and levels up. To me, it is a readily available and exciting tool that will give my son a better chance at a financially secure future.

To level up in the game, he must solve financial puzzles that he can relate to, like saving for clothing, spending money at McDonalds or for a movie, or saving for

college. He learns about the importance of savings, thoughtful purchasing, and long-term financial planning without even knowing it! These puzzles are tagged at local landmarks, such as banks, check cashers, bodegas, fast food restaurants, businesses, schools, colleges, and government offices-which allows him to play the game and get exercise by walking around at the same time (not like Mario Kart, which he plays while sitting on the couch). Another great feature of Pokémoney is that he can see what level his friends are at—a little competition goes a long way to motivate him. However, perhaps most important to me, the game instills the habit of making responsible financial decisions at a young age. This habit will serve him well for the rest of his life, and he has fun and is happy while he is learning.

# Hippy Trails

## Essence:

*Online sharing economy and community  
Social, economic, and technical platform*

## How might Maria describe Hippy Trails?

I'm not very clever when it comes to money—the whole thing makes me really uncomfortable. I'm walking on thin ice when it comes to money and I can handle only so much pressure. The last time I went into a bank to get help with my finances, I felt out of place. I asked a few questions, but felt as if the customer care person was speaking another language. The more I listened, the more intimidated and confused I became. I started to feel like I was sinking...and I have not gone back.

I'm pretty good at finding things on my phone. Last week while I was riding the bus I started to search the web to see where people are talking about money. I wanted to see if I could learn a few things, get a little less intimidated. There were lots of places where people talked about partnerships and tax shelters, but none that talked about how to prioritize your bills and put some money away when there isn't much to put away.

Then I found Hippy Trails. Although it sounds like a place where people would talk about the great outdoors, people were actually talking real talk about money. They were asking questions and answering each other's questions. They were leaning on each other and what they said made sense to me. I found a thread where people were talking about how to rotate your bills when you don't have enough to go around and how to talk with the hospital billing department to decrease your payment. I've gone back every day to see what people are talking about, because it's interesting. It's nice to see how people help each other, and

I'm learning a lot. I've even been asking some questions.

In one conversation people were talking about estimating taxes quarterly when you work contract work. I didn't realize that I had to estimate my taxes every three months and pay that amount then and there and not at the end of the year. How am I supposed to know that? One woman kept answering my questions—turns out she works at Liberty Tax. She picked up on my panic when I realized I hadn't paid my estimated taxes and direct messaged me. She gave me some good advice, including about this month, which has five weeks in it. That means there are three pay periods. I'll have an extra week before the bills come in, so if I can just stretch them a bit more, I'll have enough cash. She offered to help me. I told her I couldn't pay her and she said that was okay—what goes around comes around. Looks like I might have a new friend.

Hippy Trails might also help me improve my creditworthiness. I don't have a long credit history and, as a result, banks are hesitant to lend to me. However, a Hippy Trails-affiliated credit union is experimenting with Hippy points to see that community involvement is a reliable indicator of my creditworthiness. Here's how it works: Each time I make a "positive contribution" to the community, my work is recognized and rated on the Hippy Trails platform. As a member, I am able to recognize and rate other people's work as well. The more valuable contributions I make to the community, the more access I have to different types of financial products and

services from the credit union. Positive contributions can also take the form of my participation in discussions that Hippy Trails hosts after webinars and other “learning sprints,” so I don’t have to be an expert to

contribute. If I think I might want to try out one of the credit union’s products or services, I can learn more about them from the Hippy Trails community, which makes me feel more comfortable.

# Unbound

## Essence:

*Product that reimagines consumer bankruptcy  
Quantify the opportunity cost of indebtedness  
Reparations*

## How might Maria describe Unbound?

Unbound gives me hope. Hope that I can get out of this financial quicksand that I am in and can't seem to get out of, no matter how hard I try.

In 2008 my case worker at the social services office told me that a sure way out was to go back to school. So I enrolled in a community college for medical assisting and took out student loans to cover the cost. Everyone told me that I would get a job right away and would easily be able to pay back the loans. But when I finished school, that wasn't exactly the case. I could find only part-time work in a nursing home, and at the end of the day, I do not have enough money for my kids and me to live and to pay back my debt. So the loans keep getting bigger and bigger. Because of that I have not been able to save any money.

I ask every week about full-time work, but it has not come through. If it did, I realize that I'd need more childcare. So I'm not sure that working more hours will get me to a better place. I felt so trapped—like a tiger in a cage. Until I got approved for Unbound.

Unbound is giving me a fresh start. It will make it possible for me to actually save some of the money I'm earning. I feel hopeful, like we are going somewhere. It will take some time, but I'm going to give my kids a better life. Hopefully they won't ever have to feel what it's like to have your back up against the wall. Without that burden, they'll be free to soar—to contribute to their community, to be creative and productive, and perhaps one day to be great parents themselves.

# Tandem

## Essence:

*Financial services for you and with you  
Outcome-based fees/fee for performance/  
value-based pricing*

## How might Maria describe Tandem?

Tandem gives me someone to work with to help me get where I want to go. Although everyone says they want to make my life easier, Tandem actually does. I always know where my money is coming from and where it's going. That's not the main issue, although its website/mobile site lets me see where I am at any given moment so I don't have to stress.

My advisor, who is also named Maria, is like a friend who sits with me and listens, and makes suggestions for what I might do to get where I want to go, but doesn't tell me what I have to do. She doesn't use complex financial jargon; she speaks my language. She helps me see that I have more options than I knew I had. And what is best of all is that we talk via Skype, email, or text so I can ask her questions when I have time—I don't have to take a bus to a branch or get childcare. Sometimes she just gives me a link to a video that I can watch or a game I can play that explains things clearly and then I can also share it with my kids.

Tandem gives me a sense of control over my finances. I can access it through the website or the app. It's made for me, customized and personalized. I receive text message notifications and reminders from my advisor. Tandem empowers me to make sound decisions and teaches me financial lessons that I am able to pass to my son. It's nice to feel respected around money.

In the past, when I have visited banks and credit unions, I have not felt comfortable or knowledgeable, and I end up leaving

frustrated. I've had lots of experiences with money people who want to take advantage of me and with "do gooders" who think they know best for me. I'm tired of both. I know what my kids and I need and I want to be able to do it, without feeling stupid, ripped off, intimidated, or like someone's charity case.

Maria gets me. She speaks Spanish so I know we aren't missing something because of language, and she understands how I think about money. I don't get frustrated trying to explain things to her and I don't feel judged for where I am and what I want to do. The ideas she shares with me make sense to me. They are like a pair of jeans that fit just right—not made for someone much taller or shorter or curvier than me.

Maria encourages me to think about how I can make things happen, rather than getting me all excited about things and then telling me I can't actually do that because I don't have enough money. She helps me to find ways I can make more money, or spend less money, and it isn't just the usual stuff. She helps me to see ways I can get what I need without having to spend money—like how my friends and I can watch each other's kids if they can't go to school and one of us has to go to work. Tandem is different because it is not just talk—they make it happen for me in the real world.

Here's how it works: Once we agree on a goal, we enter it in the "My Path" system and it helps me keep on track. For example,



we agreed that I would try to stop my 3:00 p.m. large iced coffee habit. Now I get a “High Five” text at 3:15 if I don’t buy it and the money gets transferred to my savings and I can see how much closer I am to my goal. I even get a text if I buy a small instead of a large! “Every step counts!” Maria says. I connected a few friends of mine to the “My Path” system so that I can easily share my little successes with them and get their support, too. It makes a difference!.

Maria helps me sign up for the products that make sense for me—like a free checking account and a savings account that gives my family a chance to win prizes if we make deposits. She also connected me with a group that helps organize savings circles, where people help each other save. Maria did not just send me to a website-she arranged a three-way call with them,

introduced us, and vouched for me, since I am new to this community. I got set up with a group of really nice people, and we each pay \$50 a month into the circle. Every month one person in the group “gets” the pot. In two months I’ll have \$1,000 coming to me that I can use for my citizenship papers and for a little cushion for the future.

One other thing: Tandem doesn’t charge me all kinds of fees for working with Maria. I pay only when I have achieved “my goal.” And then I pay only what I agreed to pay upfront. There are no surprises. What I pay to Tandem is way, way less than what I used to pay to lenders. I’m feeling that what I earn is being used to make our life better, rather than to make the guy at the pawnshop or cash-checking window richer. It’s nice, very nice. I’m getting somewhere and not having to do it all alone.

# Okapi

## Essence:

*Earn*

*Training and job placement*

*Matching and efficiency*

## How might Maria describe Okapi?

I can find a good job and receive the training necessary for me to do the job well with Okapi. It's an employment website where employers can list jobs that they are looking to fill. What's different and incredible is that the employers also provide training to people who don't have the necessary skills. Here's how it works. A potential employer and I connect via the Okapi site. We have an interview or a series of interviews. If all goes well, after those interviews I am offered the job and the training to make me successful. This means that I will have the skills I need to succeed. It also means that I can have a career—not just a job—and that my future employer and I are willing to invest in each other.

My friend is a preschool teaching assistant, but like all of us, she has difficulty making ends meet. She has talked for a long time now about working in healthcare, but she never saw how she could find a job there without developing more skills. She logged in to Okapi, input her areas of interest, and was matched with St. Mary's Hospital, which has a shortage of phlebotomists. If all goes well in the interviews, Maria will soon be receiving the training she needs to work in a lab, and she'll have a job! Okapi also provides training in other practical skills, such as how to take care of your money. You can earn points for taking these short trainings and for taking action.

# Jet Pack

## Essence:

*Birthright*

*Learn, apply, earn*

## How might Maria describe Jet Pack?

I want my children to have a better life than I do. We live paycheck to paycheck. I'm very careful about money, but I don't really know the rules of the money game. I would love for my son to learn these rules, so he knows how to manage his money and his money doesn't manage him. Jet Pack is helping me give my son this money education.

Jet Pack is a program that teaches my son how to handle money, and is given to him with no questions or strings attached. It's

money to set himself up for the future and knowledge of how to make good choices with it. He is given real money to learn with and specific tasks to do so that he learns key concepts. So far he has learned about earning money and what you can do with those earnings. He loves the hands-on learning and I love that I am learning with him. Jet Pack has allowed all of us to think about how we can make strong choices for our futures.

# Back Me

## Essence:

*Investment mindset for the financially vulnerable*

*Reframe indentured servitude*

*Reframe junk bonds/small cap stocks*

*Outcome-focused repayment is conditional on the investment “working”*

## How might Maria describe Essence?

There is comfort in being able to reach out to someone who can financially invest in my daughter’s future, whether it means helping her purchase a laptop or take out a student loan. The investor may set stipulations for spending money, such as maintaining a certain GPA, building savings, or taking a part-time job, but I believe this will help motivate and keep my daughter on the right track.

I hesitate a little at the idea that a stranger is integrated with my family’s financial matters, but I am confident that Back Me’s website strictly protects both parties’ privacy and ensures legitimacy and accountability. I also appreciate that the platform enables my daughter and her investor to communicate and build a mentorship relationship.

I also utilize a Back Me Fund. My boss, Emily, invests in that. She says, “I have been fortunate to have been successful and I now have some extra money that I can use to invest in others. I want my money to give me a return (so I can keep ahead of inflation) but I also want it to do good in the world. I tried investing in Kickstarter projects

but I don’t just want a T-shirt—I want real returns. With the Back Me Fund, I can invest just \$1,000, and Back Me lends it out to people to fund college or a small business. It is riskier than putting my money in the bank, but I will probably get a slightly higher return than a CD and I know I am doing good in the world. I also like that Back Me shares stories with me about the people who are getting the money, but I can still keep my anonymity. Back Me also doesn’t just give money to the recipients—it gives them support to help them succeed. And since it is run by subject-matter experts in investing, Back Me ensures that my risk is minimized in the fund.”

I have also heard that Back Me is thinking about starting a High Hopes Fund that would function as a VC fund for low-income consumers. I think my entrepreneurial friend might be interested in this fund. The investments there would be riskier because it would invest in people with a longer or riskier path to success, but the returns could possibly be higher. My friend’s idea could be the next Facebook!

# Up

## Essence:

*Simplification*

*Comprehensive bundle of portable benefits*

*Liberation*

*Derisking through pools*

## How might Maria describe Up?

Up gives me freedom. I can choose the “benefits” that are right for my family and alter the mix at any time depending on my circumstances. I can select what I need, and I have access to a variety of insurance coverage—including health, dental, vision, and disability—and ways to save and invest and to pay off debt.

The Up card is simple. I answered a few questions about myself and my family on the Up card website, and it generated recommendations for me about specific offerings and an overall mix. It lets me explore different options and see how a change in the mix reduces or increases my family’s overall risk. Easy-to-understand graphs and pictures helped me to understand the trade-offs right away. Access to other people like me via the Up website gives me the chance to talk with others about their choices and experiences. These folks help me better understand what all these products do, and to separate the must-haves from the nice-to-haves. I’m finally understanding this financial mumbo jumbo!

One of the best things about Up is that I don’t have to change my benefits because my employer has decided to change providers. Nor do I have to change my benefits if I change jobs. These “benefits” are not linked to my job, they are linked to me. Does that mean that I have to pay more

because I no longer get the benefit of group rates? No. As I understand it, groups of us are pooled together to reduce overall risk, just as they always were. It’s just that your employer doesn’t decide about what is offered for you. You get to buy any product or service directly from anyone who is selling—and who makes the grade. Up makes sure that anyone we can buy from is reliable and a good value.

I quit my last job because of Up; my new job better meets my needs—I have more reliable hours and can better manage my childcare. That means less money spent on childcare because I have a better sense of what I will actually use and more time with my kids.

I’m always thinking of how my kids and I can have a better life. With the money I’m saving on childcare, I’m taking a class in basic website programming through the Up network. I’m not only learning new CSS/HTML skills, which will allow me to earn more money, but I’m also helping someone in the Up network make a living. Once I know how to create beautiful, user-friendly websites, I can start to do more freelance work, perhaps selling my services within the Up network. This will allow me to smooth out my income and get paid for the work I do. It can help me negotiate for a bigger salary.

# Social Spend

## Essence:

*Earn, save, spend, and give social currency*

## How might Maria describe Social Spend?

I like to be involved in my community. I like to help people out by doing gardening and mending clothes and sometimes watching somebody's child when they don't have school or are sick. I used to always do this for free, and I still would if I had the time; however, now I actually get "paid" for what I do with Social Spend. It makes everyone happier, actually.

Here's how it works. Social Spend has an up-to-date list of all the tasks, errands, and work that people in the neighborhood have. If you have time and know how to do what people want, you can bid on the job and the rate, which is paid in points. With these points, I can "buy" other people's services—such as shoveling, changing a tire, or running an errand. Social Spend confirms the match, the number of points, and the time frame for the job. If I get in a bind and need cash, I can sell my points to others in the community for actual dollars. And when a job is done, I get to "review" the person

who did it, which helps make everyone accountable.

Social Spend let's everyone earn, save, spend, give, and help each other out. Now I can ask people outside of my family and friends for help—and not feel bad about it, or that I owe someone something. I feel valuable doing what I know how to do and getting paid for it. Most of what I know how to do is stuff that my mother used to do for free—such as sewing, cooking, watching out for the kids, making sure packages don't get lifted. But it's important and necessary work that needs to be done; we're just not used to "valuing" it. Social Spend makes it possible for all of us to help each other out and feel valued and resourceful in the process. I've met lots of great people in my neighborhood through Social Spend. It helps us talk to each other and be kind—just like how it was back when my momma lived in this neighborhood.

# DeRisk Me

## Essence:

*FICO 2.0*

*Reframing risk*

*Behavior-linked risk profiles*

*(How do we make borrowers less risky?)*

## How might Maria describe DeRisk Me?

I know I have a small credit file and a so-so credit score. I've been told my score is based on many factors that companies think they can use to predict if I will pay back any money that I borrow. One of the "problems" I have is that I have never borrowed money from a bank or a store before, so I don't have a payment history. Rather than being a good thing, this is a red flag. Sometimes I feel like I just can't win.

DeRisk Me claims they have ways to make it *more* likely I'll repay any loan that I get, such as helping me a) find health, disability, auto, medical, renters', and life insurance; and b) ensuring that I earn eligibility for my state's unemployment insurance, in case I lose my job. They're working to make sure that I'm able to access and use credit responsibly. I can't believe I've finally found a company that wants me to succeed!

DeRisk helps me fill the gaps in my risk coverage with affordable insurance, AND they inform the credit agencies of this additional backstop so that they can factor it into my credit rating. They let the company that sets my credit score know that I have this coverage and therefore will be able to pay back a loan if I'm in a car accident, get sick, or lose my job, or if my apartment gets broken into. They say they have data that *proves* my new insurance coverage makes me a better risk for loans.

I like DeRisk Me because it provides three key benefits. First, they help me manage my financial life—through insurance, budgeting, and savings plans. Second, DeRisk Me will help find and work with other companies that want me to succeed so I can feel confident that I'm not being taken advantage of. Finally, buying through DeRisk Me will make it easier and cheaper for me to borrow money in the future.