

JPMORGAN CHASE FINANCIAL CAPABILITY STRATEGY

Across the U.S. and around the world, **too many people lack the tools and resources** to manage their daily financial lives, weather unexpected emergencies, or plan for the future. They face daunting financial challenges:



Difficulty saving for emergencies and managing unexpected risks



Low credit score or limited credit history

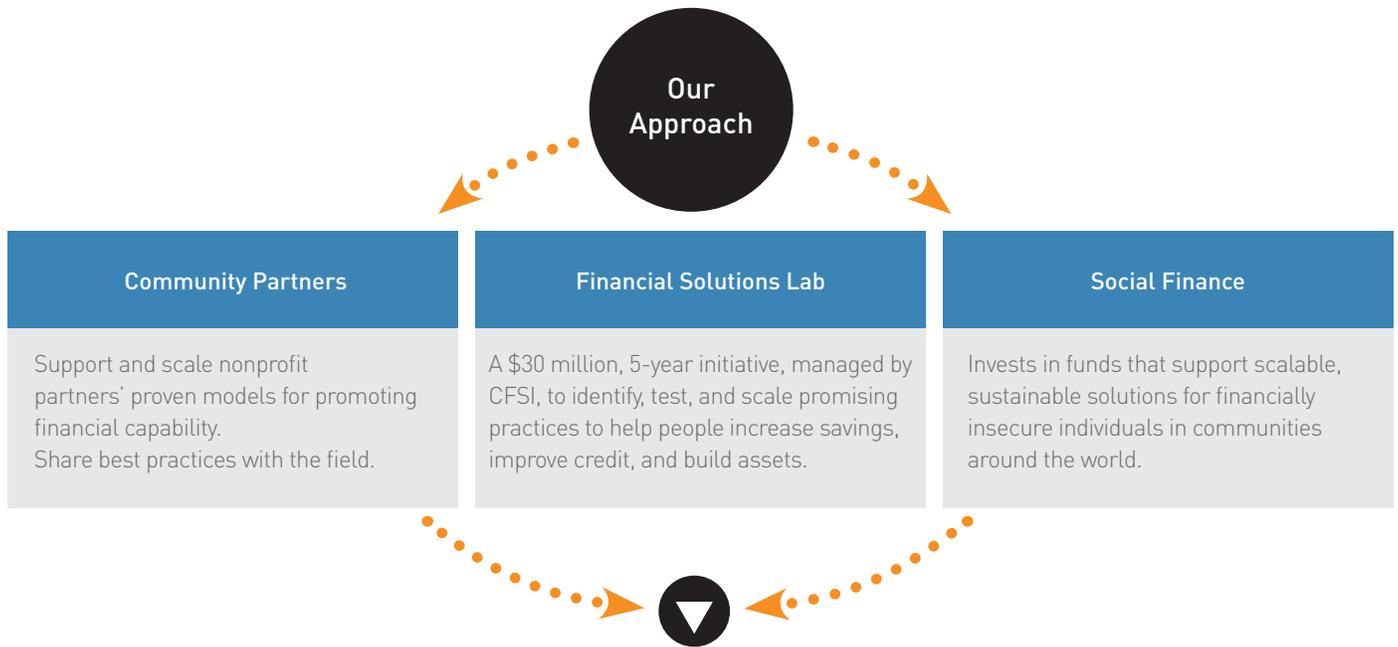


Lack of access to products and services designed to address consumer needs

These individuals rely on costly non-bank financial services, such as payday loans or check cashing outlets, resulting in **billions spent in fees and interest each year.**¹

This financial insecurity not only destabilizes households but also has negative ramifications in communities, with employers, and across the entire economy.²

Research shows that basic financial literacy efforts do not improve consumer financial decision-making or result in long-term behavior change.³



These initiatives work together to:

Provide strategic insights into the needs of underserved consumers

Develop and enhance new financial solutions

Expand the reach of proven approaches to communities worldwide

¹ Wolkowitz, Eva, 2014. "2013 Financially Underserved Market Size." Center for Financial Services Innovation.

² Bowdler, Janis L. & Lucy S. Gorham, 2014. "All In: Building the Path to Global Prosperity through Financial Capability and Inclusion." UNC Center for Community Capital & JPMorgan Chase & Co.

³ Fernandes, Daniel, John G. Lynch & Richard G. Netemeyer, 2014. "Financial Literacy, Financial Education and Downstream Financial Behaviors." Management Science.



Financial Solutions Lab

CFSI | JPMORGAN CHASE & CO.

The Financial Solutions Lab is a \$30 million, five-year initiative managed by the Center for Financial Services Innovation (CFSI) with founding partner JPMorgan Chase & Co. to **identify, test, and expand the availability of promising innovations that help Americans increase savings, improve credit, and build assets**. The Lab provides capital, national partnership opportunities, industry expertise, mentorship, and cutting-edge consumer and design insights to build the next generation of leading financial service products and services.

In addition to capital, **JPMorgan Chase will advise on the design and implementation and provide technical assistance to social innovators** who are developing new financial services and products. JPMorgan Chase brings banking expertise, the platform to convene cross-sector innovators, and the experience to help guide the scaling of consumer friendly solutions.

Goals

1

Identify and expand the availability of innovations that promote the financial resiliency and opportunity of individuals, especially low- and moderate income and other underserved populations

2

Improve the development and implementation of financial solutions through best practices and technical assistance

3

Spur the adoption of best practices and foster innovative thinking by sharing insights with the financial service field

The Lab aims to achieve these goals through:



Insight

Uncover and share data driven insights into the most pressing financial challenges facing consumers.



Competition

Launch a series of competitions to identify and enhance tech-enabled, financial solutions by providing the best combination of assistance and capital.



Collaboration

Bring together innovators across multiple fields to provide guidance and share best practices to increase the reach and impact of the winning financial solutions.