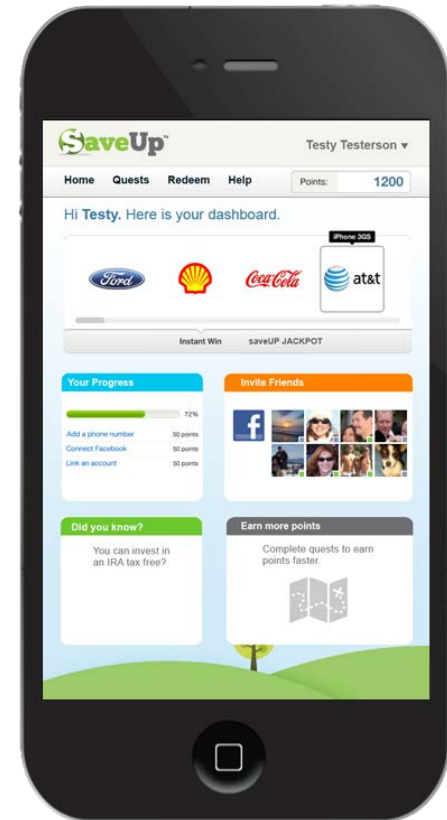


# Introducing saveUP

A game that rewards positive financial actions.

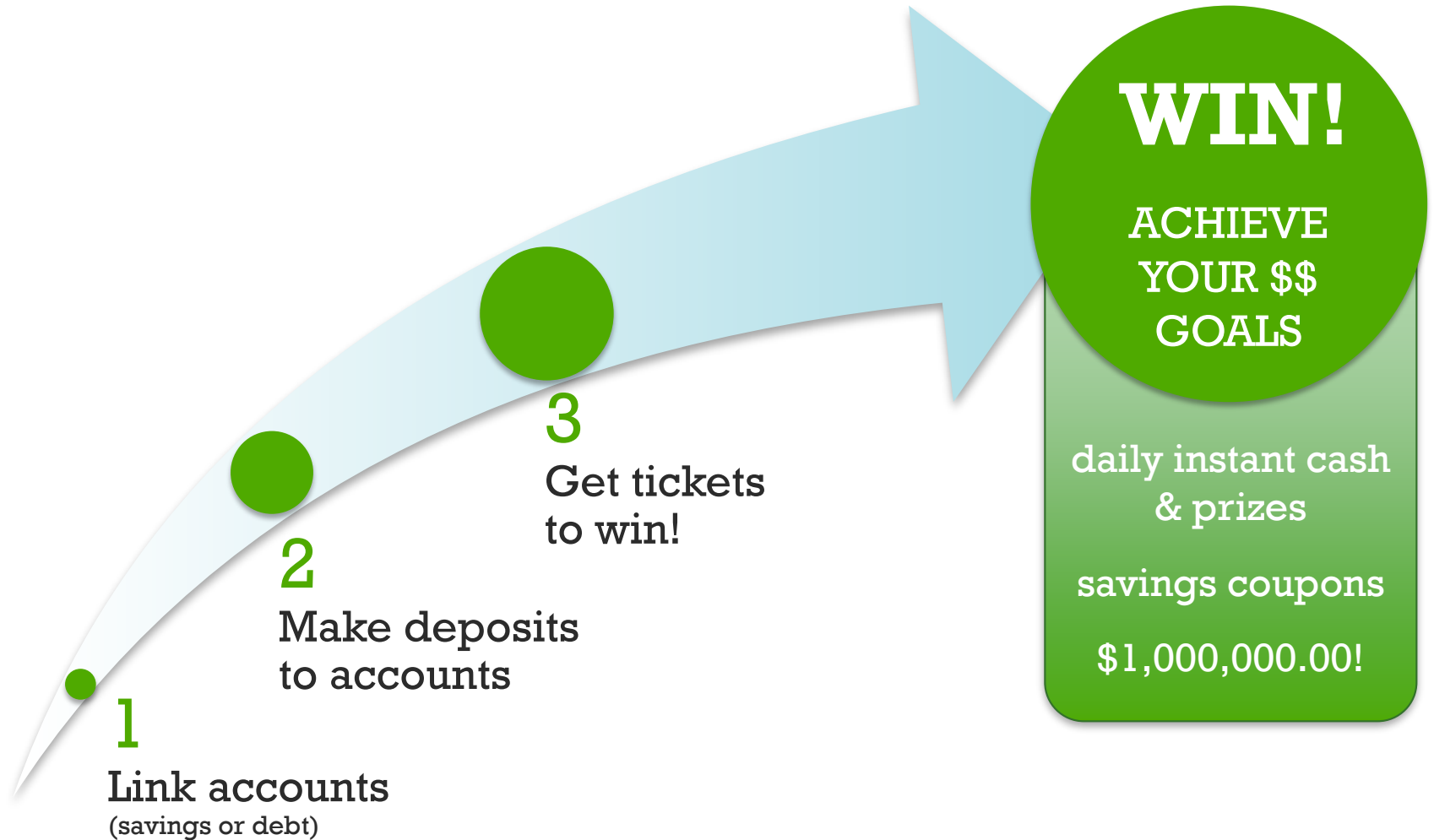
Players win daily cash, coupons and qualify for a life changing sum of money when they make deposits in savings accounts or pay down debt



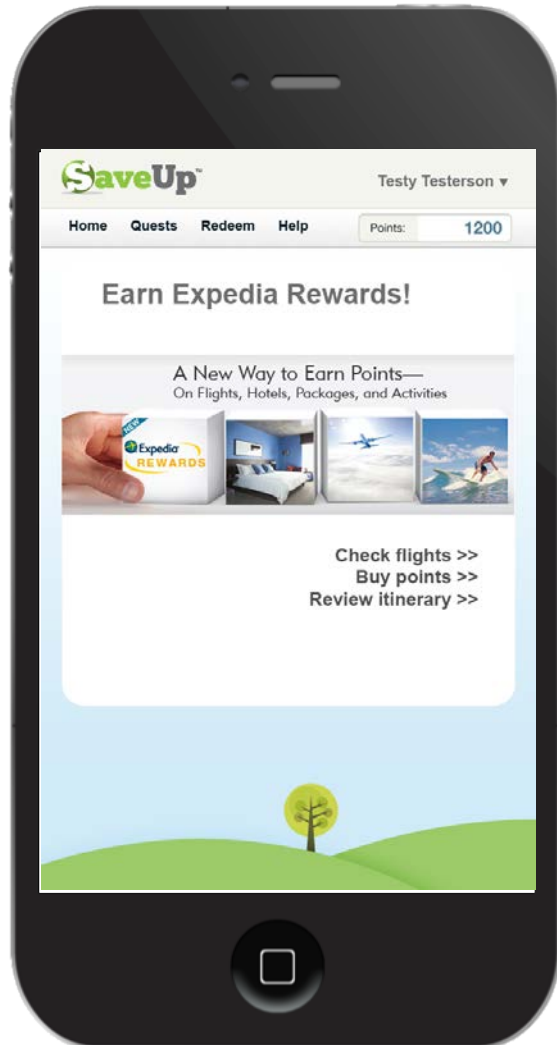
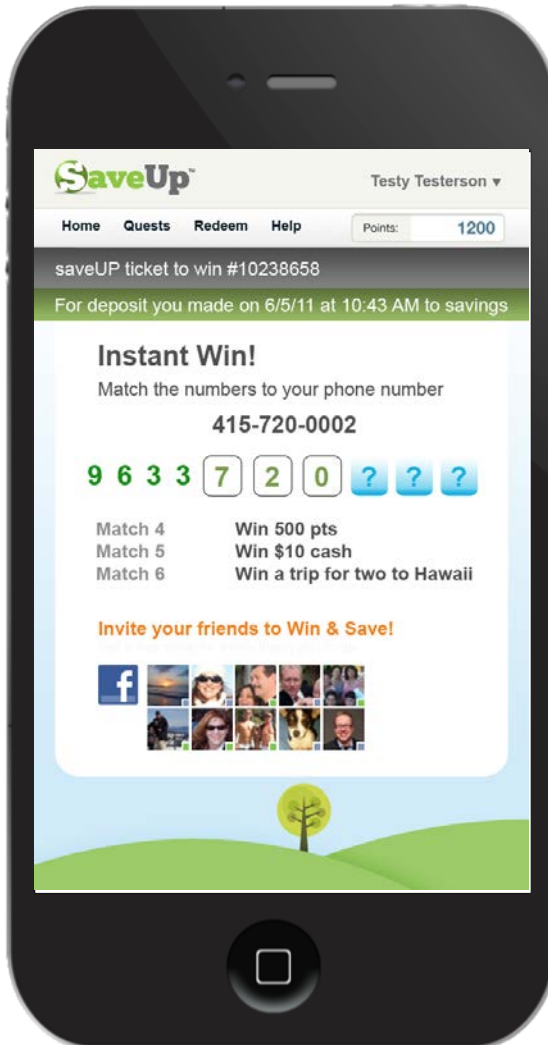
We're looking  
for a few  
great brands  
to partner  
with us to  
help  
Americans  
realize their  
dreams.



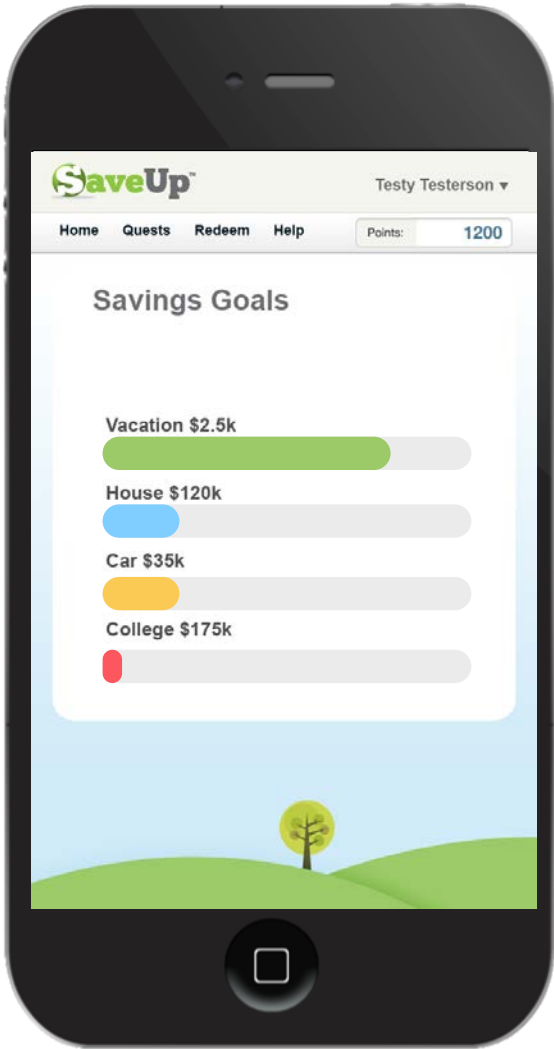
# How saveUP works



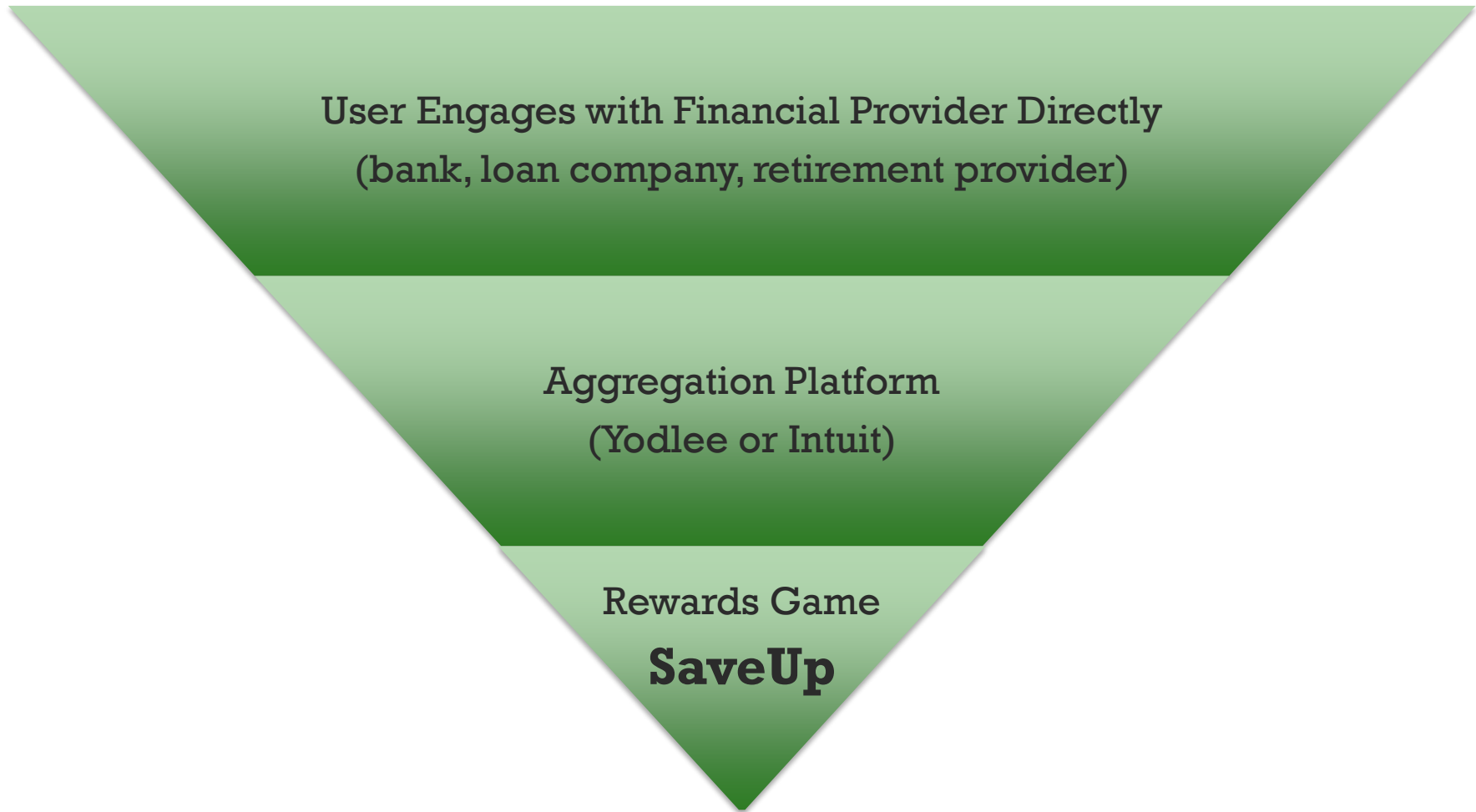
# How customers experience the game



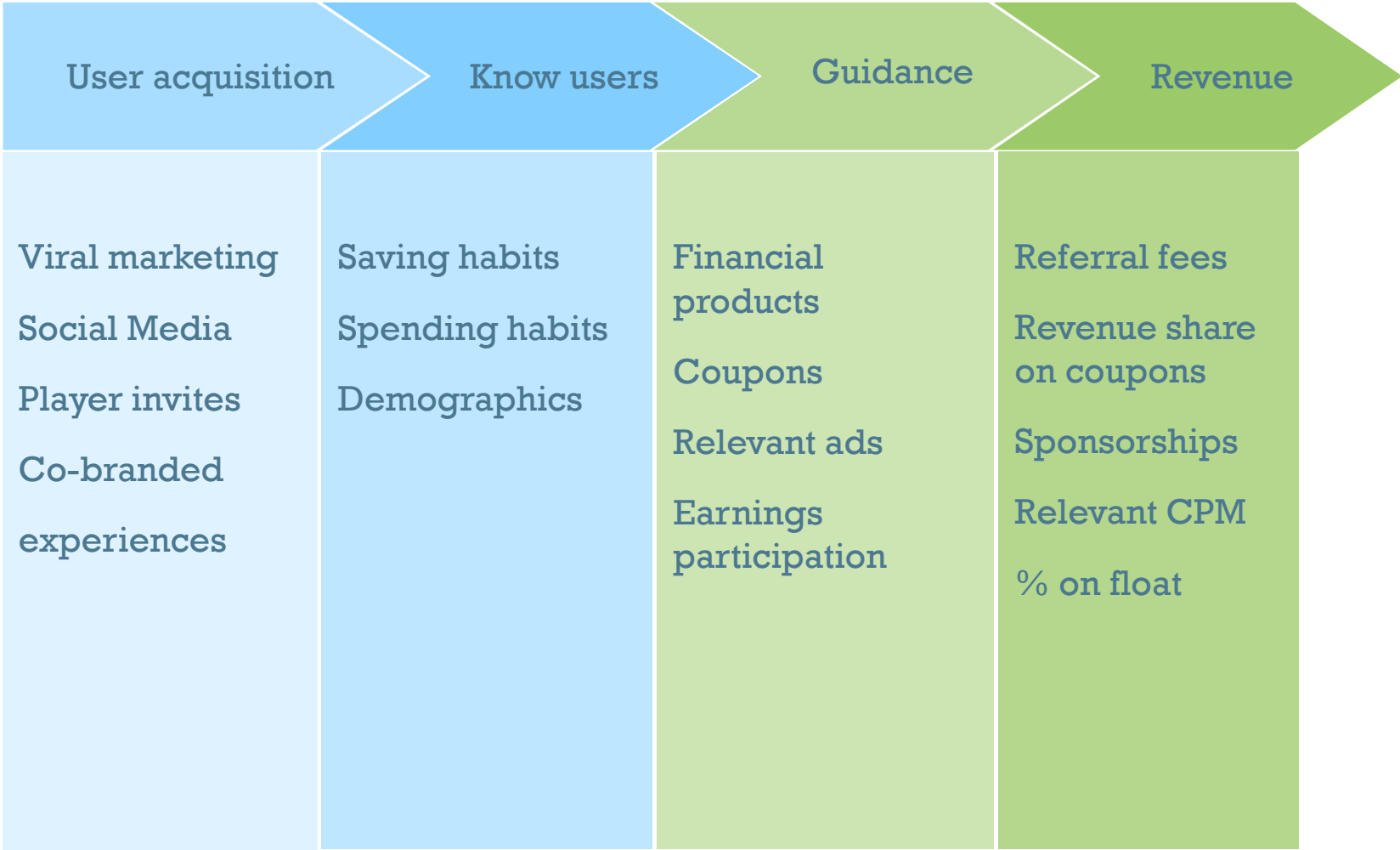
# How we keep them hooked



# How the technology works



# How we make money



# Partnering with Expedia: motivating people to saveUP for vacations

## Goals:

Enhance the brand and fuel loyalty

*“Expedia rewards me for my hard work to pay down debt and save”*

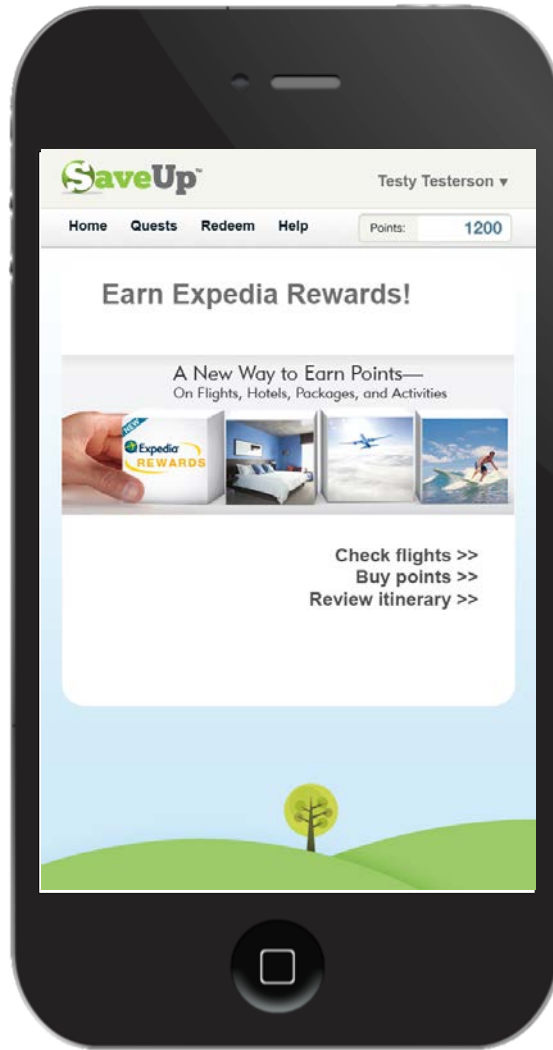
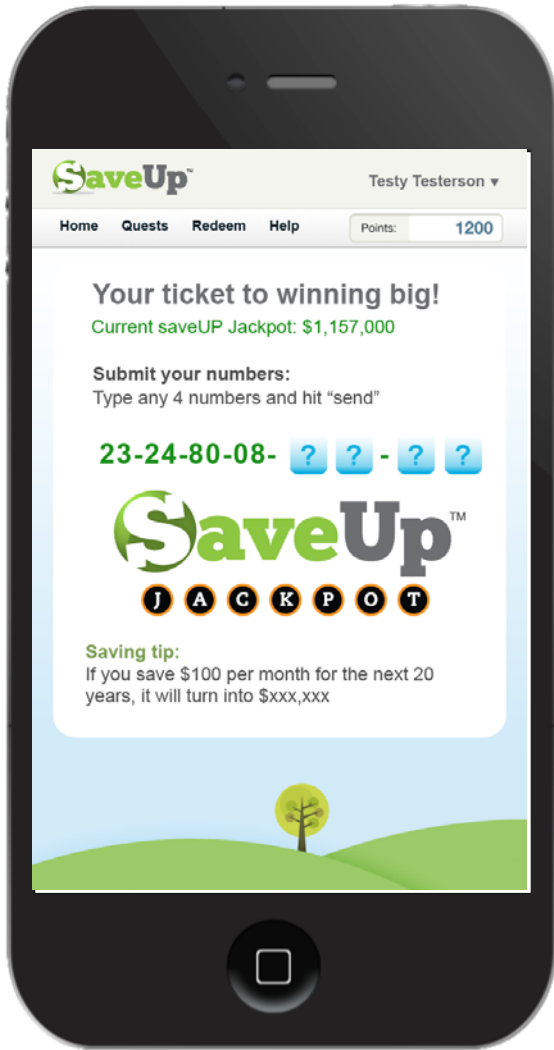
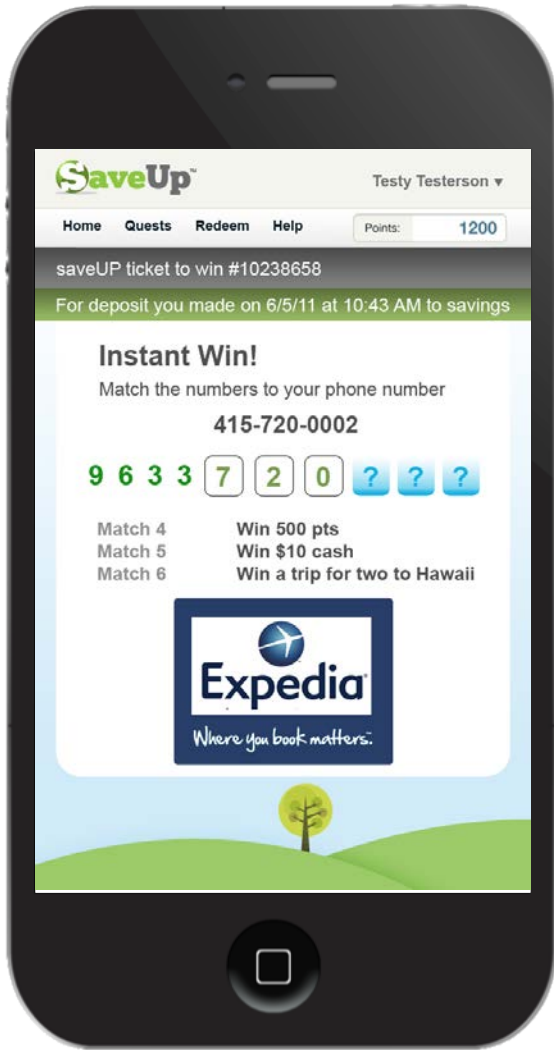
Drive acquisition via coupons, prizes

Expand Expedia’s reach within customer’s social networks

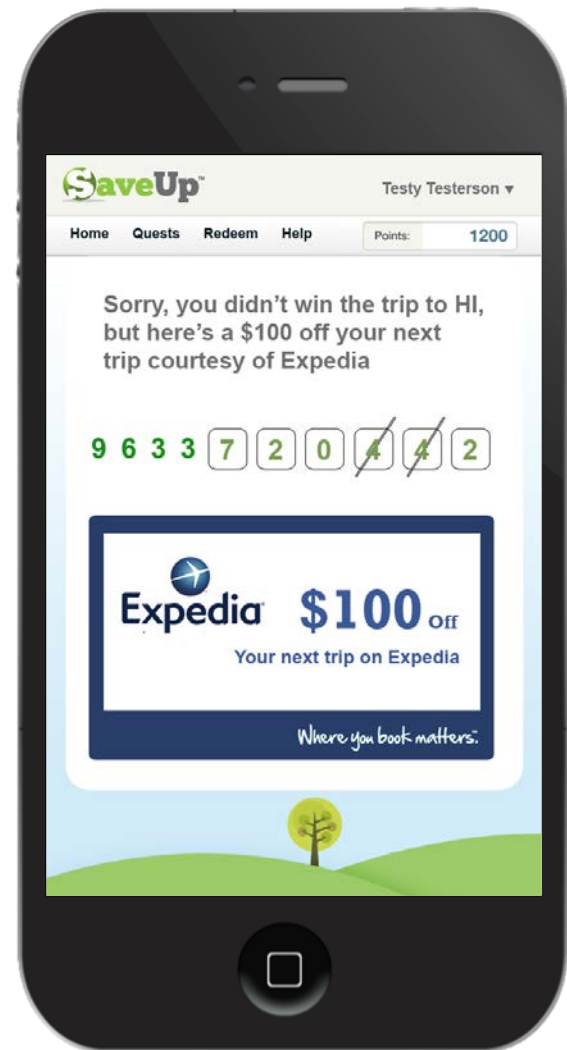
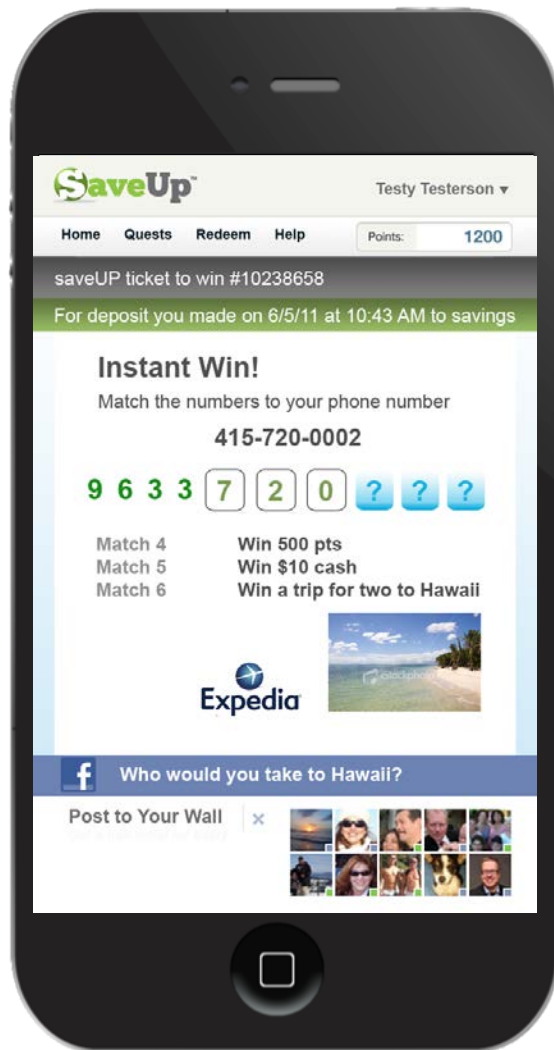




# A saveUP-Expedia experience



# Customizing for vacationers



# Customizing for vacationers

