Behavioral Design for Financial Health
Who are we?

We aim to measurably impact the financial well-being of low- to moderate-income households in the United States.

- Improving cash flow management
- Decreasing expenses
- Decreasing Debt
- Increasing short-term savings
- Increasing long-term savings
How do we do it?

Partnerships
Create interventions with partners

Products
Create consumer-facing products from the ground up

Research
Disseminate research broadly to industry and thought leaders
Who do we work with?

On the financial side, we work with **fintech** companies, **non-profits**, **credit unions**, and other direct financial service providers.
Just knowing information **DOES NOT** lead to behavior change
Common Cents & Digit

- Automated savings tool
- Digit figures out a user’s spending patterns and withdraws a few dollars when the user can afford it
- SMS based interaction
Tax time savings example

Sent **AFTER**
tax refund was received

Hi [first name] — you got a federal tax refund this year!

What percent (%) would you like to save?

Sent **BEFORE**
tax refund was received

Hi [first name] — you might get a federal tax refund this year!

If you do get one, what percent (%) would you like to save?

[\$\$ automatically withdrawn when refund hit]
58% higher saving rates with pre-commitment

Impact = $1M in savings

![Graph showing average savings rate and average savings rate excluding 0s with control and experiment groups.](image-url)