



Summary

MobileOne – will be an exciting new mobile platform that provides a complete financial solution for credit union members across the country. MobileOne will make mobile banking truly mobile banking.

Features: As a complete financial solution, MobileOne will have standard features that are the “norm” for mobile banking and features that are inspired by other applications. MobileOne will have the following features:

- Account Balances
- Balance Transfers
- Mobile Check Deposit
- Bill Pay
- Branch and ATM Location Finder
- Peer-to-Peer ACH Payments
- Mobile Payments (Inspired by Google® Wallet™ and ISIS®)
- New Account Opening
- Loan Applications
- E-Statement Viewing
- Account Alerts and Notifications
- Live Customer Service Text Chat
- Live Customer Service Video Chat (Inspired by Apple® FaceTime™ and Skype®)
- Home Shopping Helper (Inspired by Chase® My New Home™)
- Auto Shopping Helper (Inspired by CUNA® AskAuto™)
- Personal Finance Tracker (Inspired by Mint®)
- Instant Account and Card Freeze Button
- Social Media Feeds
- Financial Calculators
- Financial Tips and Advice

MobileOne will be compatible with Apple iOS, Google Android, Windows Phone and adapt as other popular mobile operating systems develop.



Business Objectives

- Cost Effective:
 - MobileOne will provide credit unions with a cost effective scalable mobile banking solution. The cost per member using MobileOne will go down the more members using the service.
 - For members, MobileOne would be free.
- Increased Opportunity:
 - Marketing opportunities in MobileOne can increase deposits and loans by allowing for cross-sell opportunities within the app. Tools that help with auto and home shopping can lead to a higher loan conversion rates.
 - Members would be made more aware of credit union offers and promotions.
- Increased Advocacy:
 - MobileOne's Financial Tips and Advice feature will provide credit unions with the opportunity to share fresh financial literacy content with their members.
 - Personal Finance Tracking will help members learn more about their spending habits, budget and better their financial lives.
 - Financial calculators will help members determine their estimated loan payments, expected interest earned on deposit accounts and others will help members understand their accounts.
- Security:
 - MobileOne will maintain the same 128-bit encryption security standards that other online and mobile banking solutions use.
 - At no point will MobileOne store members' account number, social security number or any other sensitive information.
- Functionality:
 - MobileOne will strive to provide unsurpassed features and functionality. In addition, MobileOne will remain on track with all new standards and innovations. For example with Mobile Payments there is currently NFC functionality, but Bluetooth® is a new upcoming option.

Target Audience

MobileOne will be a B2B operation with a B2C solution. The main target audience is credit unions with the understanding that credit unions will use MobileOne to serve member needs. At first our focus would be to get larger credit unions on-board and then get to a level of usage where credit unions of almost any size could find MobileOne affordable. To MobileOne credit unions are our partner, not just a company that buys our service.

With over 7000 credit unions in America, MobileOne believes that each one is in alignment with our mission and vision by offering their members a leading mobile solution and to provide unmatched service.



Strategy

Mission: MobileOne strives to be the leading mobile financial solution for credit unions and their members.

Vision: To consolidate fragmented mobile solutions from within and outside the credit union industry into one platform that takes mobile banking to a whole new level and provides credit union members unmatched service.

Growth and Sustainability: MobileOne will need the economies of scale and bring in an initial burst of credit union partners for our pricing model to work. During growth we'll sustain dedicated support and top notch customer service to all of our credit union partners.

Implementation

Getting Started

1. Think Tank – how can we further innovate? What additional research must we do?
2. Staffing Needs – what skills do we need and at what levels?
3. Build Relationships – Partner with credit unions and members for the development of MobileOne
4. Development – Build the app while keeping our credit union and member partners on speed dial
5. Testing – Begin testing with our partner group until ready for rollout

Marketing

MobileOne will have a B2B marketing strategy while keeping a B2C focus in-mind. Our logo will be universal so it is recognized throughout the industry. Each credit union will be able to preface the logo with their name. MobileOne's tagline – Your Complete Financial Solution – will serve for both B2B and B2C. Our focus will be credit union trade publications, credit union trade shows and direct mail initiatives.

Sustainability

MobileOne will provide on-going support for the credit unions using our system.

- A dedicated team including a project manager and technician will be assigned to each credit union partner during and after onboarding.
- MobileOne will keep our application updated with the latest technology and functionality
- We will constantly look for new and innovative ways to extend mobile banking capabilities and live by our mission and vision.
- We will constantly build a knowledge base of content that credit unions can utilize to help their members with.



Financials

MobileOne is a startup and would require substantial initial investment and buy-in to the mission, vision and future prosperity of the company.

Costs

Startup Wages and Benefits (Salary figures include benefits)

2 Level Executive Team x \$100,000	= \$200,000
3 Experienced Programmers x \$125,000	= \$375,000
1 Project Manager x \$50,000	= \$50,000
1 Technician x \$50,000	= \$50,000
Total Wages and Benefits	= \$675,000

The rest of MobileOne's work needs including graphic design, accounting functions and operational needs will be initially covered by contract work on an as-needed basis. Our Executive team will include a CEO and CFO.

Contract Budget = **\$100,000**

We'll rent a small 500 square foot in office space. At about \$25 per square foot per month.

Office Space = **\$150,000**

Supplies will be heavy on high-tech computers and other typical office needs.

Technology and Office Supplies = **\$75,000**

Other Business and Insurance Costs = **\$100,000**

Total Year One Costs = **\$1,100,000**

Revenue

MobileOne expects little to no revenue for the first year as we are in a stages of development. Our second year will be a year of growth. By year three, we will be fully operational. Once MobileOne launches, we expect to raise revenue by providing our credit union partners our service per active member using MobileOne on a scale. A credit union that is too large may find it more cost effective to produce their own solution in-house. MobileOne's goal is to provide a cost structure appealing to credit unions of any size.



Credit Union Partner Cost Structure

Active Member is defined as a member actively using the MobileOne solution per month. Costs are not based on the asset size of the institution.

250 Active Members - \$4.00/member/month	= \$12,000
500 Active Members - \$3.75/member/month	= \$22,500
1000 Active Members - \$3.50/member/month	= \$42,000
2000 Active Members - \$3.00/member/month	= \$72,000
3000 Active Members - \$2.50/member/month	= \$90,000
4000 Active Members - \$2.00/member/month	= \$96,000
5000 Active Members - \$1.75/member/month	= \$105,000
6000 Active Members - \$1.50/member/month	= \$108,000
7000 Active Members - \$1.50/member/month	= \$126,000
8000 Active Members - \$1.50/member/month	= \$144,000
9000 Active Members - \$1.50/member/month	= \$162,000
10,000 Active Members - \$1.25/member/month	= \$150,000
20,000 Active Members - \$1.00/member/month	= \$240,000
50,000 Active Members - \$0.50/member/month	= \$300,000

By year three, MobileOne aims to have three partners in each level of our pricing structure. As we bring on more partners, MobileOne will need to hire more relationship managers and technicians.

Year Three Revenue = **\$5,000,000**

These cost and revenue projections are in the early stages of development. With more time and resources available, there is room for unearthing further detail and opportunities with MobileOne's financials.

Measurement

For MobileOne the highest concern of measurement is whether or not we are living up to our mission and vision. In addition – Are we making waves in the credit union industry? Are we remaining innovative? Are we the gold standard for mobile banking applications? Are our credit union partners gaining an edge against the big banks? Are our credit union partners earning revenue from our platform? While we do not expect to turn a profit within the first couple of years, MobileOne expects to begin substantially profiting by the end of year three in business.

