

Creating the Gen-Z "Bank"

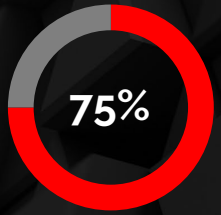
Monemon

Licensed by Estonian Financial Supervision and Resolution Authority
Electronic Money License # 4.1-1/105

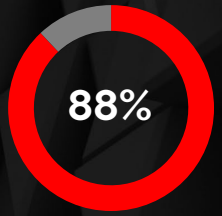
February 2024

Problem: Gen-Z feels neglected by banks

Recent EU and UK banking market studies highlight a clear disconnect between young adults and financial service providers

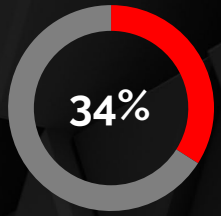


¾ of Gen Z is experiencing financial anxiety

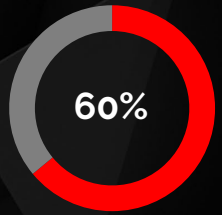


Most bank managers believe they understand Gen-Z

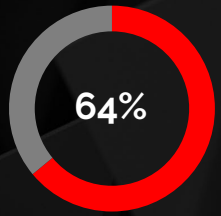
VS.



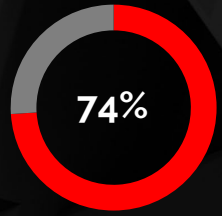
Only a third of Gen-Z customers believe their bank meets their needs



Would switch bank for better digital experience or rewards



Would leave a bank that do not meet their ethical and environmental standards



Expect more relevant financial advice applicable to their current needs

Monemon Mission

Empower Gen-Z to become financially independent

Solution – the Gen-Z "bank"

We combine daily financial services with edutaining digital experiences

We are creating the next generation of "banking" that is inspired by & directed to Gen-Z

BY

Combining three important areas for Gen-Z:

- IBAN payment accounts and cards through modern UX mobile app
- Edutaining digital world experiences
- Supporting community of like-minded people

THUS

Empowering Gen-Z to become financially independent

Product



Monemon will be a Gen-Z focused digital "bank" with full EU IBAN payment accounts, MasterCard debit cards (plastic & virtual), and investment & credit solutions (through partners) ...



... AND with one turn of your device, you enter MoneWorld – an engaging daily Gen-Z digital community to interact with like-minded people

MoneWorld

MoneWorld provides the digital platform for generating daily user engagement – e.g., customising your inter-operable digital character with different items that can also provide real-life benefits (discounts via co-brand collaboration items).

Cross-platform characters are powered by ReadyPlayerMe – trusted by 9000+ games, apps, and leading brands like Adidas, BMW, L'Oréal, Universal, Vogue

Monestore
Buy digital assets with Monecoin

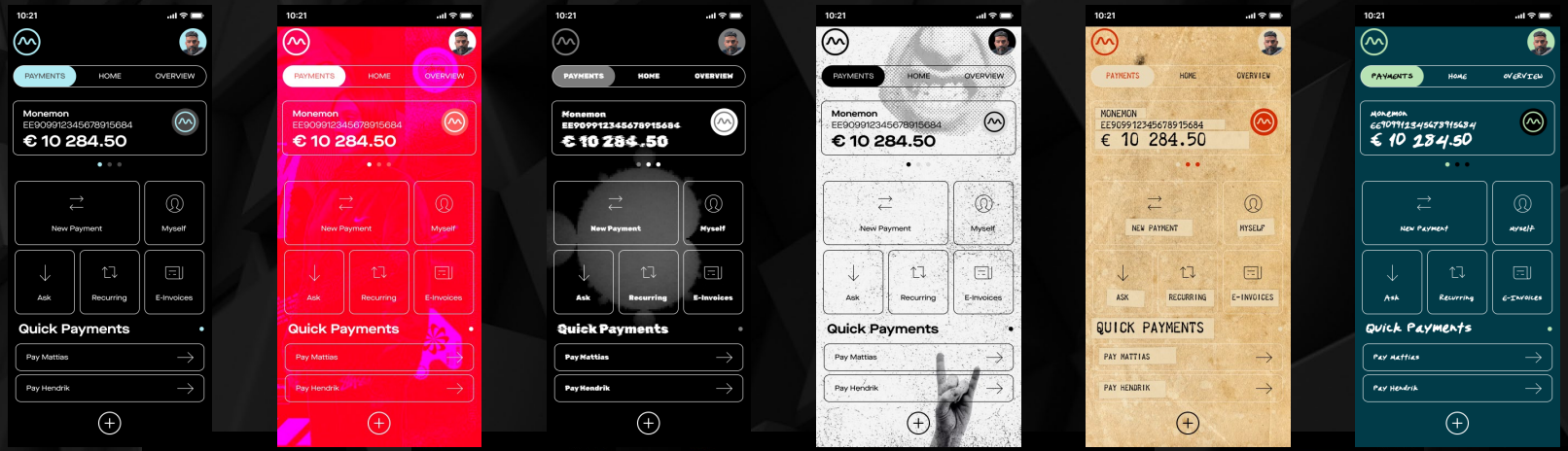
Interactive games
Improve financial literacy while having fun

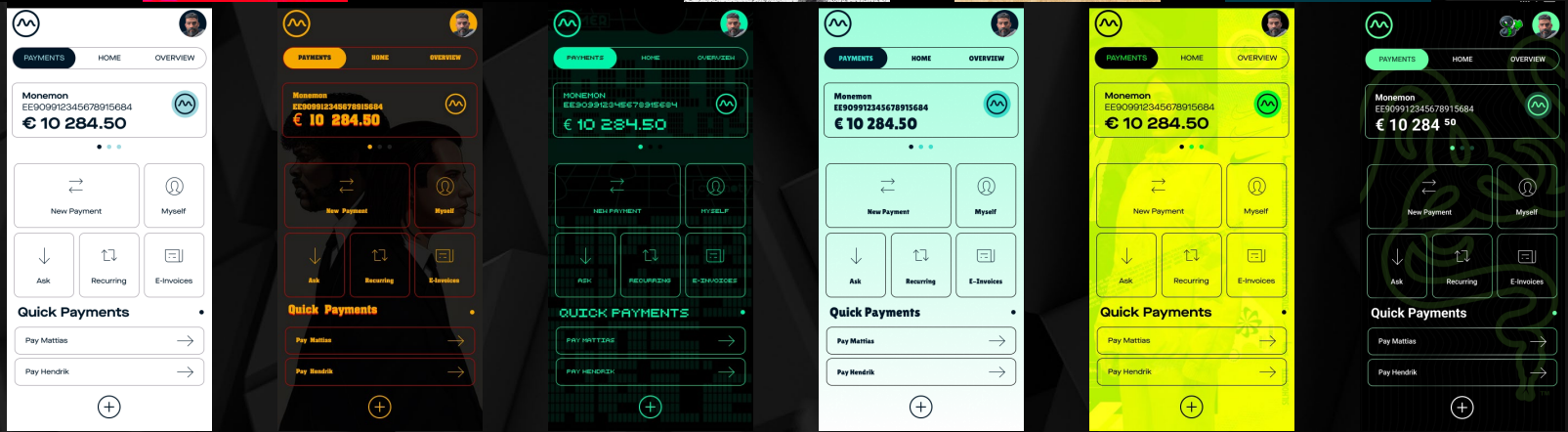
Monefriends
Interact within the Monemon community



Be unique – design your own "bank"

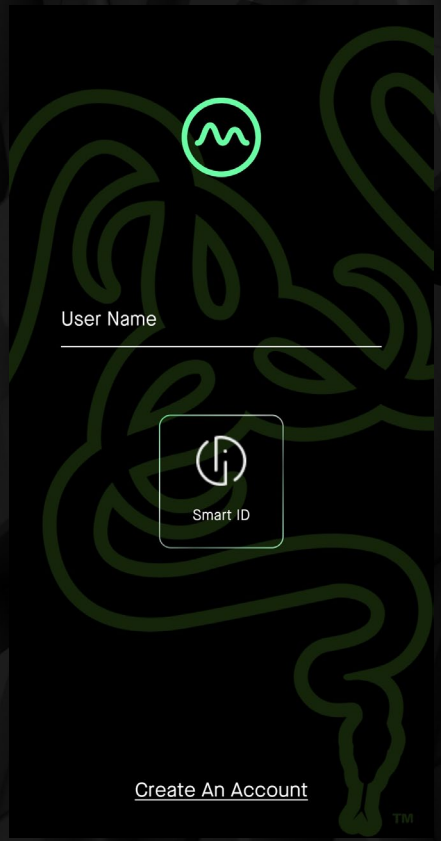
With our "Chameleon Design" there is an infinite amount of combinations to create your own skin for the app – colours, fonts, themes…

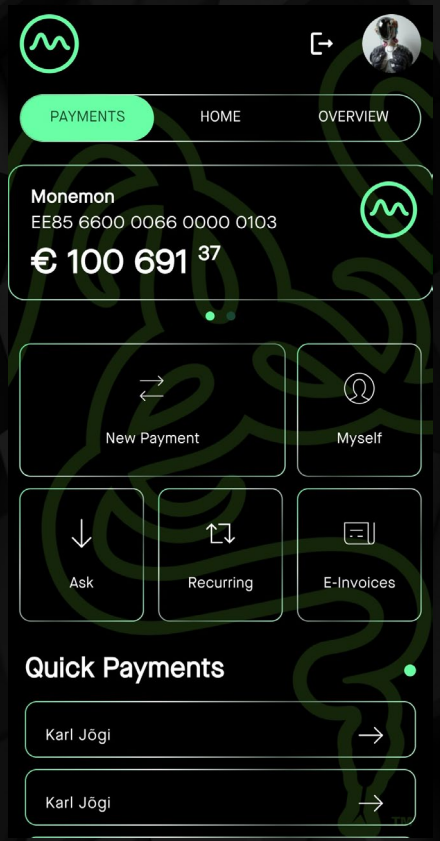


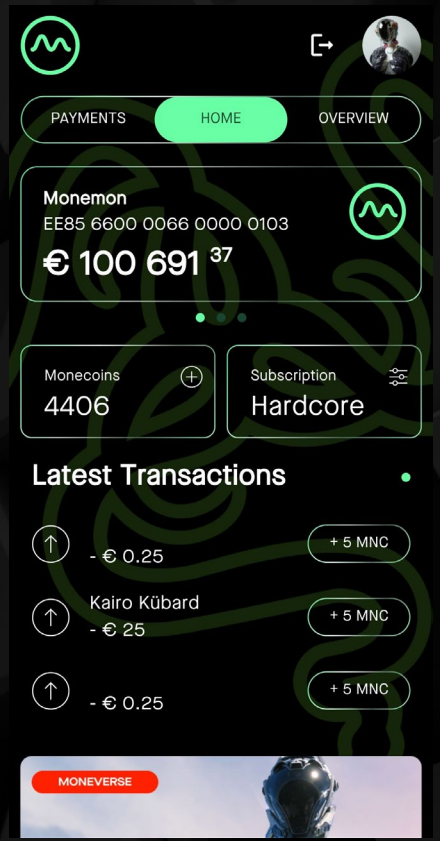


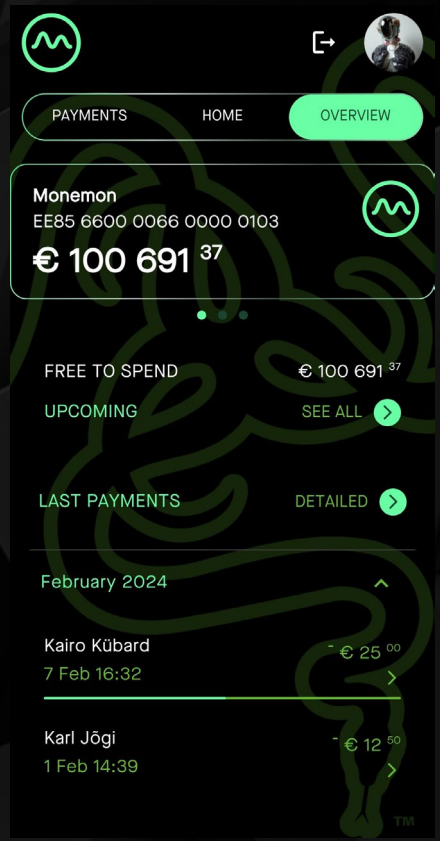
Endless co-branding opportunities

Razer theme for brand loyal gamers









Become financially independent

Monemon will guide Gen-Z to become financially independent via an engaging Interactive game



Go-to-market strategy

Creating a Monemon community for approaching Gen-Z through their daily touch points in their "language"

We aim for €15 per customer acquisition cost

Monemon co-events
digital assets acting as tickets

Guerilla marketing
stickers, graffiti & teasers in popular youth hang out places



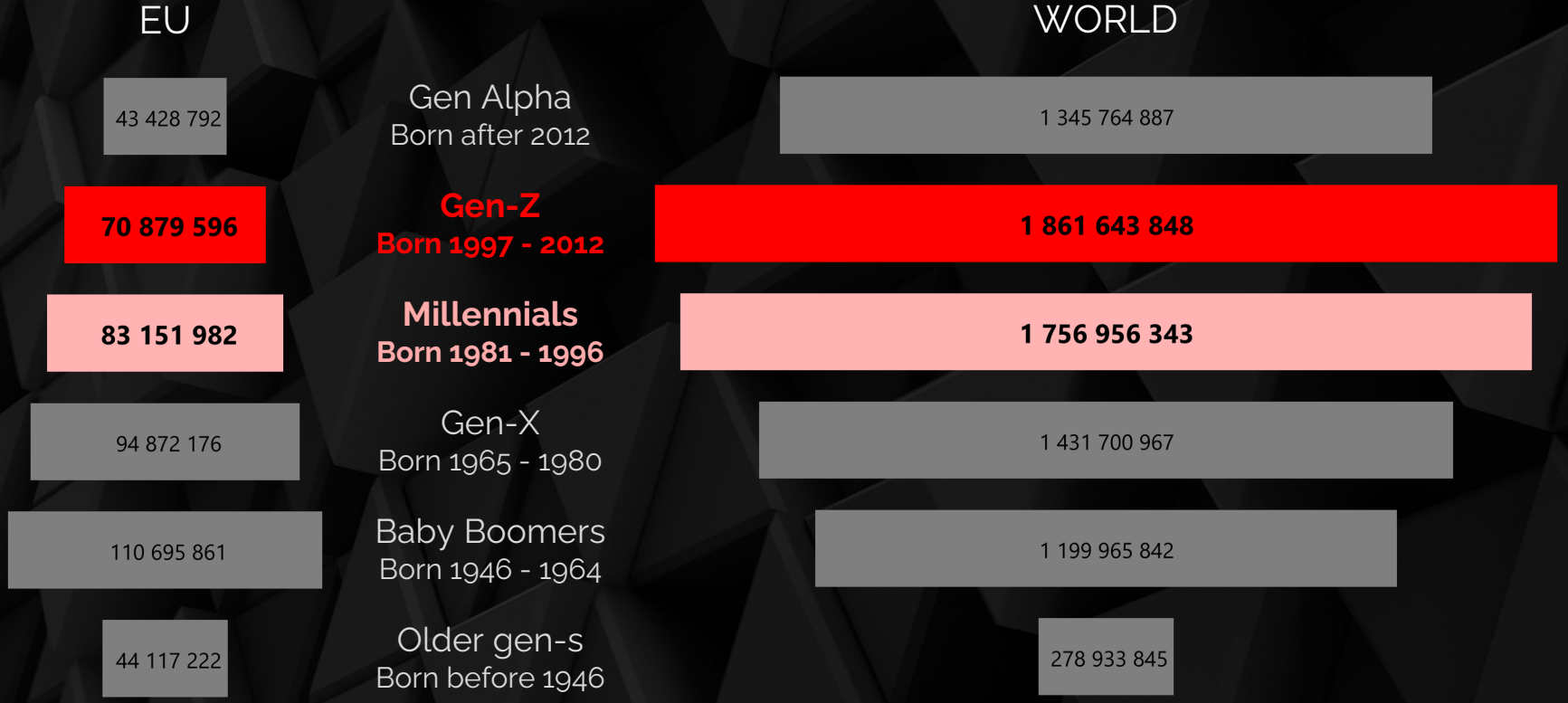
Brand ambassadors
young opinion leaders who love our product

University & club branding
wearable digital assets representing your university or club

Gen-Z consumers are becoming of age

As Gen-Z is stepping into adulthood, they are becoming a separate sizable consumer group together with the younger Millenials

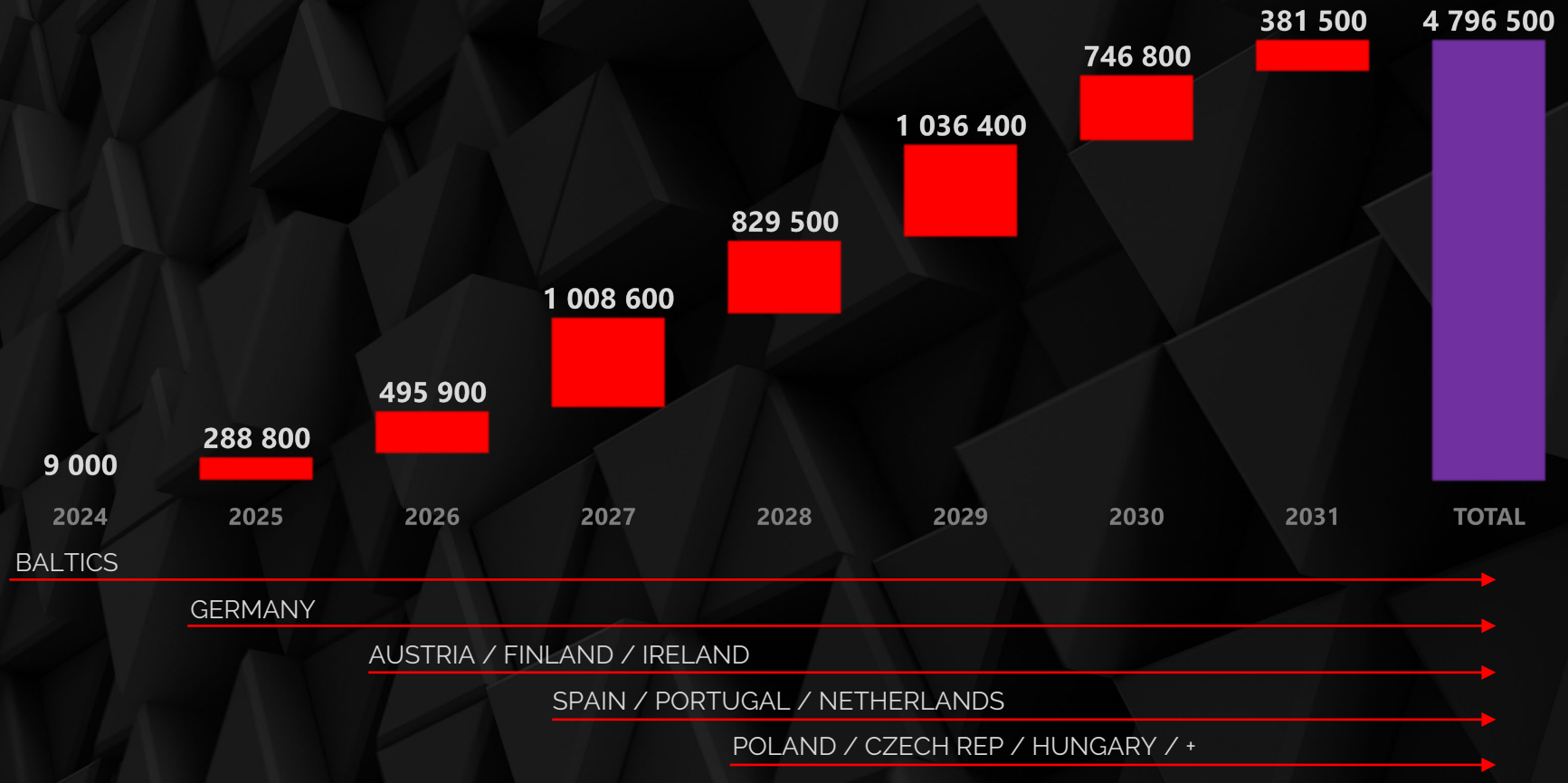
In 2023, there are already more Gen Z adults than adolescents for the first time



OECD 2021 population data

Cumulative customer base growth

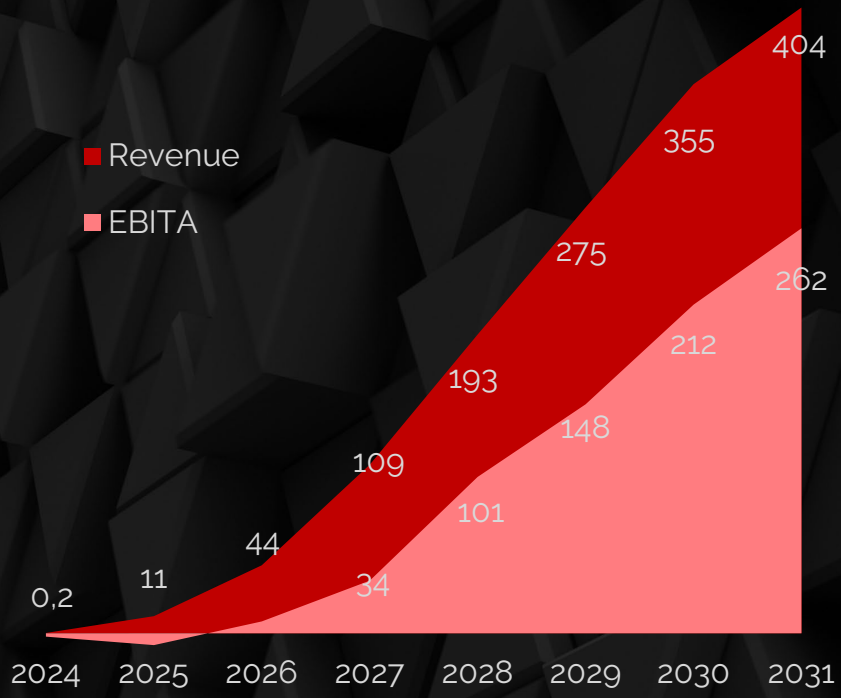
Our initial focus is on EU markets, but of course our aim is global



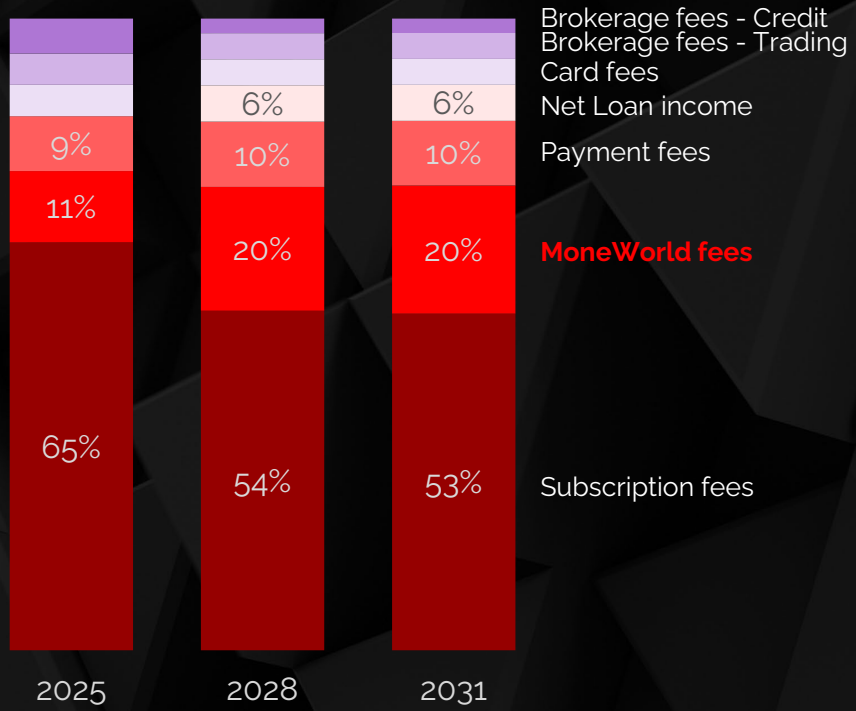
Business model – numbers

MoneWorld rewards daily active users, thus both boosting our monthly subscription revenues and generating additional direct revenues

P&L Statement, MEUR

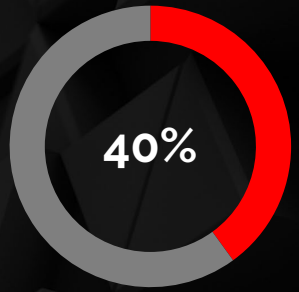


Revenue streams, % of total

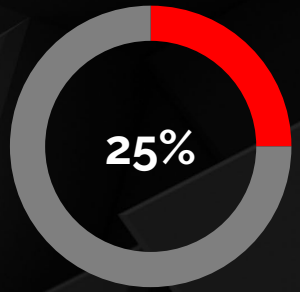


Gen-Z wants to stand out

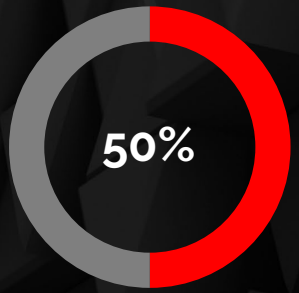
Recent Roblox study of their users confirmed Gen-Z desire to regularly spend on customising their digital avatars to reflect their unique personalities



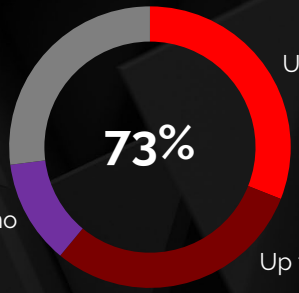
For many, their Digital Avatars are more important than appearance in real world



Some have even spent over $100 on a single item



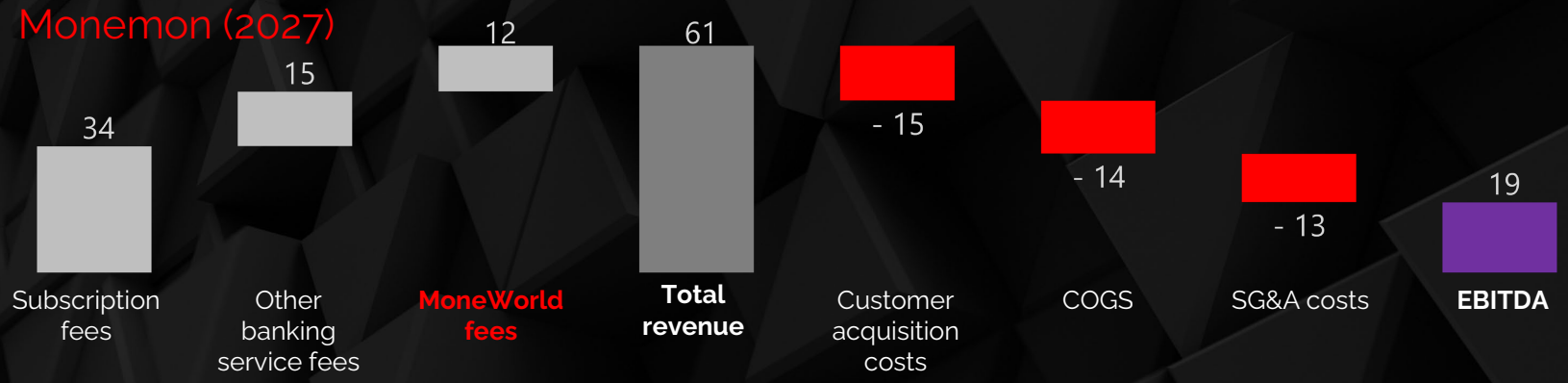
Half of users update their Digital Avatars at least weekly

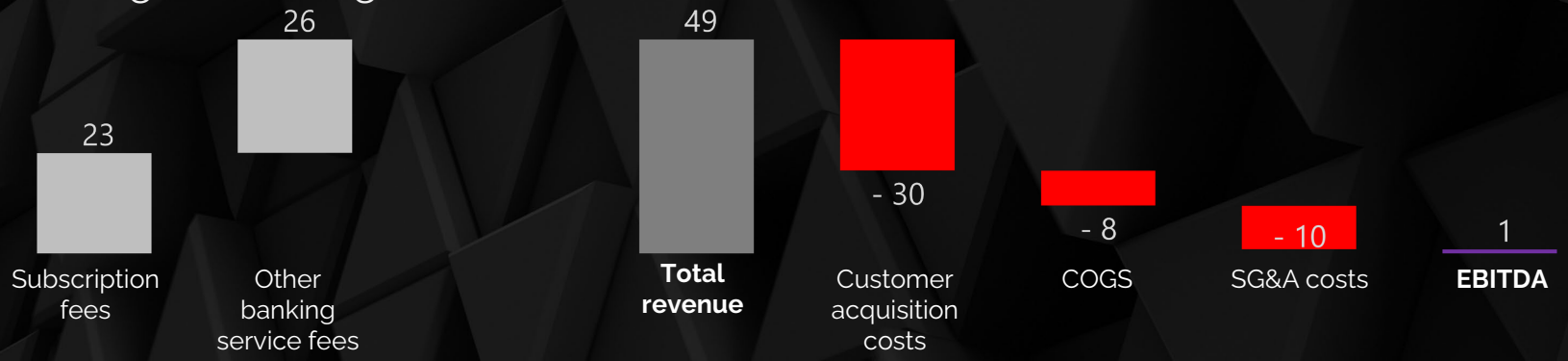


Most users spend on digital items monthly

Unit economics (EUR, per customer)

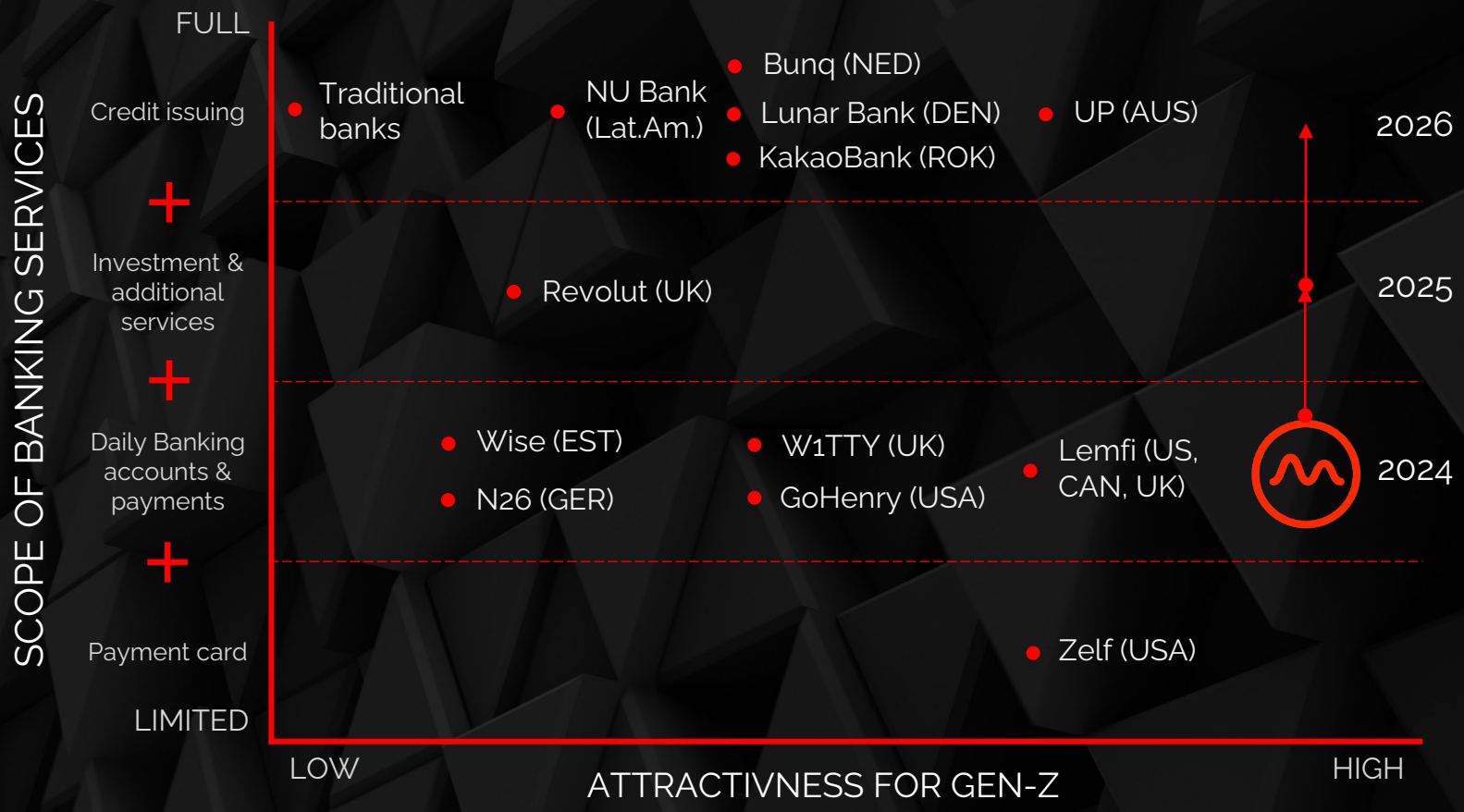
MoneWorld boosts both our subscription and additional revenues, and also supports lower customer acquisition costs





Competition

Monemon has a unique value offering for Gen-Z



We can make it happen!

Our team has all the necessary skills and talents to implement our strategy, but what makes us truly outstanding is the combination of Gen-Z CEO and experienced banking executives, which has already enabled us to obtain the necessary EMI license

GEN-Z CEO



Markus Lutsokert

BANKING EXECUTIVES



Sven Raba



Dmitry Kuravkin



Hendrik Rannamets



Virgi Nael

CREATIVE & GROWTH



Jürgen Lamp



Meelis Vill



Leslie Laasner

TECHNOLOGY



Tõnu Liik



Ivar Martin



Kairo Kübard



Karl Jõgi

With us you are in good company

Estonia is the world leader in unicorns per capita making it a great place to start another one



SKYPE
founded in 2003,
unicorn in 2005

PLAYTECH
founded in 1999,
unicorn in 2007

WISE
founded in 2010,
unicorn in 2015

BOLT
founded in 2013,
unicorn in 2018

PIPEDRIVE
founded in 2010,
unicorn in 2020

ZEGO
founded in 2016,
unicorn in 2021

ID.ME
founded in 2010,
unicorn in 2021

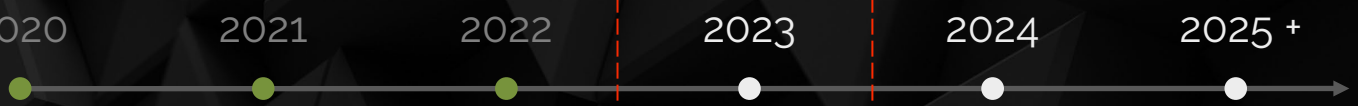
GELATO
founded in 2006,
unicorn in 2021

VERIFF
founded in 2015,
unicorn in 2022

GLIA
founded in 2012,
unicorn in 2022

Achievements & milestones

We are launching in 2024



	2020	2021	2022	2023	2024	2025 +
External funding	0,1 MEUR	0,2 MEUR	0,8 MEUR	1 MEUR	2 MEUR	10 MEUR
Activities	Concept development Start Monesys core system development License selection	Final concept Preparing for license application App prototype	Core system ready EMI license application App development Partner selection	Receive EMI license Build organization Develop marketing mix & launch activities	**Launch Estonia** Gather customer feedback & update offering	Expand to GER and other new markets Full bank license Expand product mix
Team size	6	7	10	20	40	100 +

Strategic partners

All angles covered

Core IT platform	**Monemon**
Front-end development:	**Monemon**
SEPA payments:	**LHV Bank**
Cards issuing:	**MasterCard**
Customer remote onboarding:	**Onfido**
AML monitoring:	**SALV (Dow Jones)**
Moneworld engine:	**Ready Player Me**
Creative:	**Utopia**
Legal:	**Cobalt & Hedman Legal**
Auditing:	**KPMG**



Fundraising information



2020-2022



2023 Pre-License
Seed funding

@ 13 MEUR
pre-money valuation



2024 Post-License
Seed funding



2025 Series A funding

Monemon EU EMI license explained

NOW ⇢ 2027

	API	EMI	BANK
LICENSE TYPE	Authorized Payment Institution license	Electronic Money Institution license	Credit Institution license
MIN. CAPITAL	125 KEUR + risk margin	350 KEUR + risk margin	5 MEUR + risk margin
PROS	+ Lowest minimum capital requirement + Easiest license application process	+ Allowed to hold customer funds on demand + Fewer regulatory reporting requirements compared to banks → lower operating costs	+ Customer deposits covered by EU Deposit Guarantee (100 KEUR) + Allowed to use customer deposits for credit issuing
CONS	– Not allowed to hold customer funds on demand, thus cannot offer current accounts	– Not allowed to join the EU Deposit Guarantee Program (customer deposits covered up to 100 KEUR) – Not allowed to hold customer term deposits, hence credit issuing must be externally financed	– Highest minimum capital requirement – More extensive requirements for regulatory reporting compared to EMI (CRS, FATCA, SSM) → higher operating costs & complexity – More complex license application process → license approval more time consuming

https://fi.ee/en/payment-services/payment-services/e-money-institutions/estonian-e-money-institutions/monemon

Sources

https://stats.oecd.org/

https://www.gi-de.com/en/spotlight/payment/gen-z-banking-how-banks-must-adapt#c86348

https://blog.roblox.com/2022/11/insights-from-our-2022-metaverse-fashion-trends-report/

https://www.mckinsey.com/featured-insights/generation-z

https://www.mckinsey.com/quarterly/the-five-fifty/five-fifty-the-gen-z-equation

https://www.mckinsey.com.br/industries/financial-services/our-insights/charting-retail-banking-revenues-by-generation

https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/true-gen-generation-z-and-its-implications-for-companies

https://www.forbes.com/sites/forbescommunicationscouncil/2021/02/03/how-millennials-and-gen-z-could-reinvent-the-banking-industry/?sh=6b9a1ff14e14

https://www.fintechnews.org/gen-z-is-defining-digital-banking-fintech-is-listening/

https://www.finextra.com/blogposting/18174/how-generation-z-will-reshape-digital-banking

https://www.pwc.com/us/en/industries/financial-services/library/digital-banking-consumer-survey.html

https://www2.deloitte.com/global/en/pages/about-deloitte/articles/genzmillennialsurvey.html?icid=wn_

https://www2.deloitte.com/content/dam/Deloitte/us/Documents/consumer-business/welcome-to-gen-z.pdf

https://www.globalbankingandfinance.com/how-do-banks-appeal-to-generation-z/

THANK YOU !

contact@monemon.com