Introduction

Common Cents Lab
2020 Partnership Application

Each year, Common Cents partners with organizations, including startup/tech companies, employers, banks, credit unions, non-profits, platform providers, third-party administrators, and government organizations that believe their work on financial health could be improved through insights gained from behavioral economics.

The Common Cents Lab is **now accepting applications for 2020!**

This year, we have two tracks for partnership applications. Please select your track below (you can come back and complete the application multiple times for multiple projects & tracks):

- Apply for a Priority Project (see commoncentslab2020partnership.splashthat.com for more details)
- Apply for a New Project Development Project (Space is very limited)

CCL Priority Projects Application
Section 1: General Organization Information

Tell us about you, the person completing this form:

Full Name
Job Title
Email Address

What is the **name** of your organization?


Your organization's **website**:


Which **category** best describes your organization?

- [ ] Bank or Credit Unions
- [ ] Startup/Tech Company
- [ ] Non-Profit Organization
- [ ] College or University
- [ ] Government Organization
- [ ] Platform Provider
- [ ] Employer
- [ ] Other:
Which priority project are you interested in working on?

☐ Building better, smarter, more attractive ways to automate short-term savings for people so it works for everyone.

☐ Moving from spreadsheet budgets & PFM’s to a physical, multiple account structure to decrease spending.

☐ Redesign credit & debit cards to have create more self-control to decrease spending.

☐ Helping people prioritize their “marginal dollar” by bundling accounts and directing "extra payments" to debt, short-term savings, or long-term savings.

Who’s financial health are you working to improve?

☐ Direct clients/users/customers/members

☐ Direct employees

☐ End-users of clients/customers (B2B2C)

☐ Other

Where do the majority of your \${QID78/ChoiceGroup/SelectedChoices} live?

☐ Across the U.S.

☐ A specific region in the U.S.:

☐ A specific state in the U.S.:

☐ In Mexico

☐ In Turkey

☐ Other:
Thank you for your interest. Unfortunately, we are currently only working with organizations in the U.S., Mexico, and Turkey at the moment. We hope to one day be able to continue working to bring behavioral insights for financial decision-making to the whole world - but not in 2020.

Please sign up for our newsletter on our website www.commoncentslab.org!

Where does the funding for your organization come from?

Please select the one that best fits your organization.

- Self-funded/Bootstrapped
- Grant funding (part)
- Grant funding (all)
- Incubator
- Venture funding (Seed/Angel/F&F)
- Venture funding (Series A)
- Venture funding (Series B or later)
- Public Company
- Joint Venture
- Other

Section 2: Project Manager & Teammate Information

If chosen, these will be the main people interacting with Common Cents. Your project manager should be a leader in the organization that has key decision-making power, are invested in the project, and have the bandwidth to engage in
the process.

The second person should also be well equipped to help the project manager execute and participate fully.

**Project Manager**

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<td>How long at the org</td>
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What **percentage of this person's time** can reasonably be dedicated to this partnership?

We find that the most successful partnerships are those that have a project manager who can dedicate ~10% of their time to this partnership.

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<thead>
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**Second Teammate**

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What **percentage of this person's time** can reasonably be dedicated to this partnership?

![Percentage options](image)

**Section 3: Client Profile**

We create a positive impact by testing and scaling interventions within products or services that benefit low- to moderate-income people living in the United States. Thus, it is important for us to understand the typical profile of your clients or user base.

If we were to work together on one of the projects you selected, realistically, how many people would this project touch in a year?

- 0-99
- 100-999
- 1,000 - 4,999
- 5,000 - 9,999
- 10,000 - 49,000
- 50,000 - 99,999
- 100,000 - 499,999
We rarely take on organizations that have fewer than 1000 users, as it means that we cannot do rigorous field tests.

We do make exceptions for organizations that have a clear strategy for growth within the next 6-9 months to surpass 1000 people OR has a clear path to externally scaling any learnings.

Can you briefly tell us why you would still make a good partner?

What percentage of your users would qualify as LMI?

Low- to-moderate households are ones who earn at or below 80% of the area median income. For reference, the median income across the United States was $59,039 in 2016, so LMI are generally households that make less than ~$50,000 a year.
Section 4: Testing

A partnership with Common Cents consists of Common Cents researchers working together with employees of your organization to understand core behavioral science principles, conduct a behavioral diagnosis, create and implement an intervention to solve key barriers, and analyze results from the randomized controlled test.

Has your organization run controlled experiments before?  
Ex. A/B tests, where there is a control group and an experimental group.

☐ Yes  
☐ No

If we were to work together on one of these priority projects, how would we be able to measure the success? (I.e. what data do you currently collect regarding this project)

If Common Cents were to work with you to run an experiment, what are some possible constraints that need to be considered when it comes to implementing the experiment?

Think about time, data tracking ability, engineering constraints, etc. Please be as specific as possible (~100 words)
Section 5: Partnership Arrangement

Do you understand that during our testing, we may find that some of our interventions do not work as expected?

We measure the impact of our interventions through random controlled trials (RCTs), which randomly assign some clients or users to different interventions, to identify the behavior driving the results.

〇 Yes
〇 No

Our grant funding from the MetLife Foundation allows us to provide our services at a highly subsidized rate, under the condition that we share experiment results with the public. All results will be presented in aggregate and anonymized form, and your organization will have the ability to review and approve the public report prior to publication.

You can see examples of results presented in the past here in our annual report.
If we work together, will your organization agree to share results with the public?

- Yes
- No

If we work together, will you allow us to talk publicly about the project and the findings of our behavioral experiment?

- Yes
- No

Last thing!

Knowing our selection criteria, is there anything else you want the Common Cents team to know?

(Optional)

New Project Application
Section 1: General Organization Information

Tell us about you, the person completing this form:

Full Name
Job Title
Email Address

What is the name of your organization?

Your organization's website:

Which category best describes your organization?

- Bank or Credit Unions
- Startup/Tech Company
- Non-Profit Organization
- College or University
- Government Organization
- Platform Provider
- Employer
Who's financial health are you working to improve?

☐ Direct clients/users/customers/members
☐ Direct employees
☐ End-users of clients/customers (B2B2C)
☐ Other:

Where do the majority of your $${q://QID63/ChoiceGroup/SelectedChoices}$$ live?

☐ Across the U.S.
☐ A specific region in the U.S.:
☐ A specific state in the U.S.:
☐ In Mexico
☐ In Turkey
☐ Other:

Thank you for your interest. Unfortunately, we are currently only working with organizations in the U.S., Mexico, and Turkey at the moment. We hope to one day be able to continue working to bring behavioral insights for financial decision-making to the whole world - but not in 2020.

Please sign up for our newsletter on our website www.commoncentslab.org!
Please briefly, but specifically describe **how your organization fits into the financial life** of your $(q://QID63/ChoiceGroup/SelectedChoices). Be as specific as possible (~100 words)

Where does the funding for your organization come from?

Please select the one that best fits your organization.

- [ ] Self-funded/Bootstrapped
- [ ] Grant funding (part)
- [ ] Grant funding (all)
- [ ] Incubator
- [ ] Venture funding (Seed/Angel/F&F)
- [ ] Venture funding (Series A)
- [ ] Venture funding (Series B or later)
- [ ] Public Company
- [ ] Joint Venture
- [ ] Other
Section 2: Project Manager & Teammate Information

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The second person should also be well equipped to help the project manager execute and participate fully.

Project Manager

Full Name
Title
Email
How long at the org

What **percentage of this person's time** can reasonably be dedicated to this partnership?

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**Section 3: Client Profile**

We create a positive impact by testing and scaling interventions within products or services that benefit low-to-moderate income people living in the United States. Thus, it is important for us to understand the typical profile of your clients or user base.

How do you define an **active user/client** of your product/service within your organization?
How many **monthly active users/clients** does your product or service have?

- 0-99
- 100-999
- 1,000 - 4,999
- 5,000 - 9,999
- 10,000 - 49,000
- 50,000 - 99,999
- 100,000 - 499,999
- 500,000+

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We do make exceptions for organizations that have a clear strategy for growth within the next 6-9 months to surpass 1000 people OR has a clear path to externally scaling any learnings.

Can you briefly tell us why you would still make a good partner?

What percentage of your ${q://QID63/ChoiceGroup/SelectedChoices} would qualify as LMI?
Low- to-moderate households are ones who earn at or below 80% of the area median income. For reference, the median income across the United States was $59,039 in 2016, so **LMI are generally households that make less than ~$50,000 a year**.

![Percentage of Users who are LMI]

### Section 4: Focus Areas

A partnership with Common Cents consists of Common Cents researchers working together with employees of your organization to understand core behavioral science principles, conduct a behavioral diagnosis, create and implement an intervention to solve key barriers, and analyze results from the randomized controlled test.

Our goal is to create and test interventions, using behavioral insights, that will **increase the financial well being** of low- to moderate-income people in the United States, Mexico, and Turkey.

Which of these aspects of financial well-being are you **most** interested in tackling? You can only pick one.

- [ ] Increase short-term savings
- [ ] Increase long-term savings
- [ ] Decrease (bad) debt
Unfortunately, financial education is not one of our focus areas. There is little evidence to suggest that content-based financial education improves financial behavior and financial outcomes. If you are interested in working on something else and NOT financial education, please select it below:

- Decrease expenses
- Increase earnings
- Financial Education

Many times we help people figure out what to experiment and many times the company has something in mind. Do you have **areas** of your product or service are you looking to experiment on?

Be as specific as possible (~100 words)
What do you see as the **main challenges or barriers** you face in providing your services and/or your clients utilizing those services?

Be as specific as possible (~100 words)

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Has your organization run controlled experiments before? Ex. A/B tests, where there is a control group and an experimental group.

- [ ] Yes
- [x] No

If Common Cents were to work with you to run an experiment, what are some **possible constraints** that need to be considered when it comes to implementing the experiment?

Think about time, data tracking ability, engineering constraints, etc. Please be as specific as possible (~100 words)
Section 5: Partnership Arrangement

Do you understand that during our testing, we may find that some of our interventions do not work as expected?

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☐ Yes
☐ No

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If we work together, will your organization agree to share results with the public?

☐ Yes
☐ No
If we work together, will you allow us to talk publicly about the project and the findings of our behavioral experiment?

- Yes
- No

Last thing!

Knowing our selection criteria, is there anything else you want the Common Cents team to know?

(Optional)