

# Next-Gen Banking: Capturing the Future Member Through Innovation and Digital Assets

*Greg Gallant, President & CEO*  
WeStreet Credit Union





# Next-Gen Banking:

Capturing the Future Member Through  
Innovation and Digital Assets

# Burger King Accepts Credit Cards (1993)



Next-Gen Banking

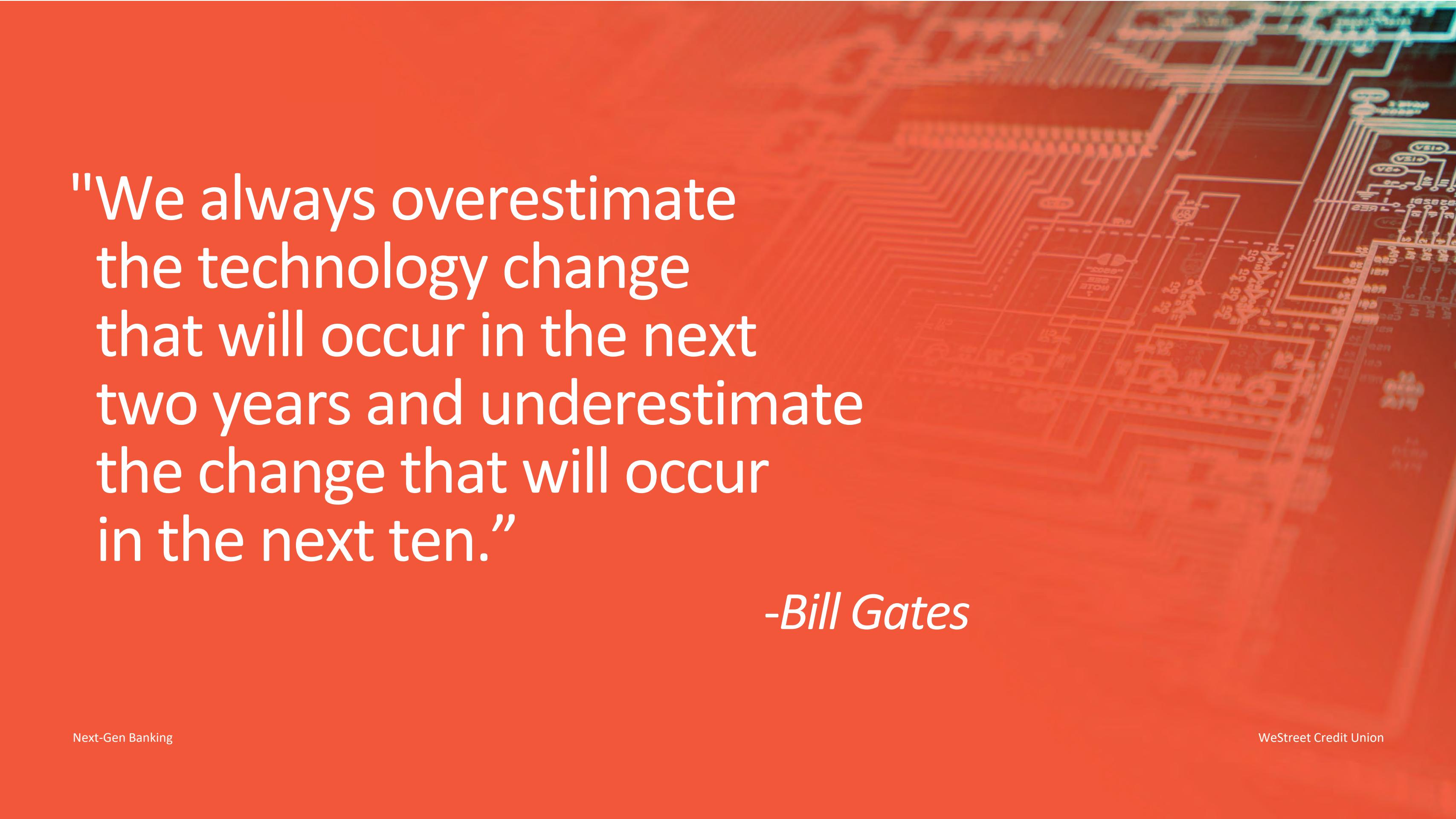
WeStreet Credit Union

# Burger King Accepts Credit Cards (1993)



Next-Gen Banking

WeStreet Credit Union

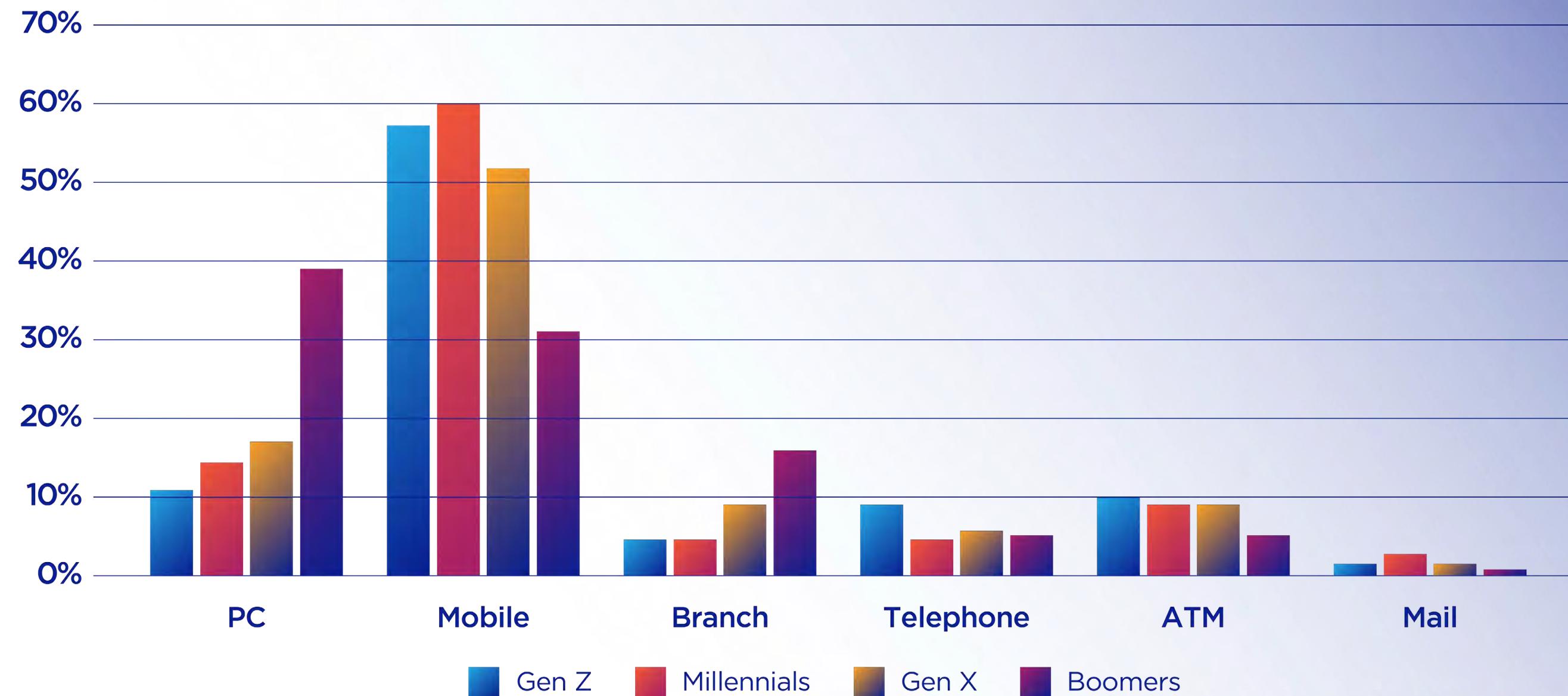


"We always overestimate the technology change that will occur in the next two years and underestimate the change that will occur in the next ten."

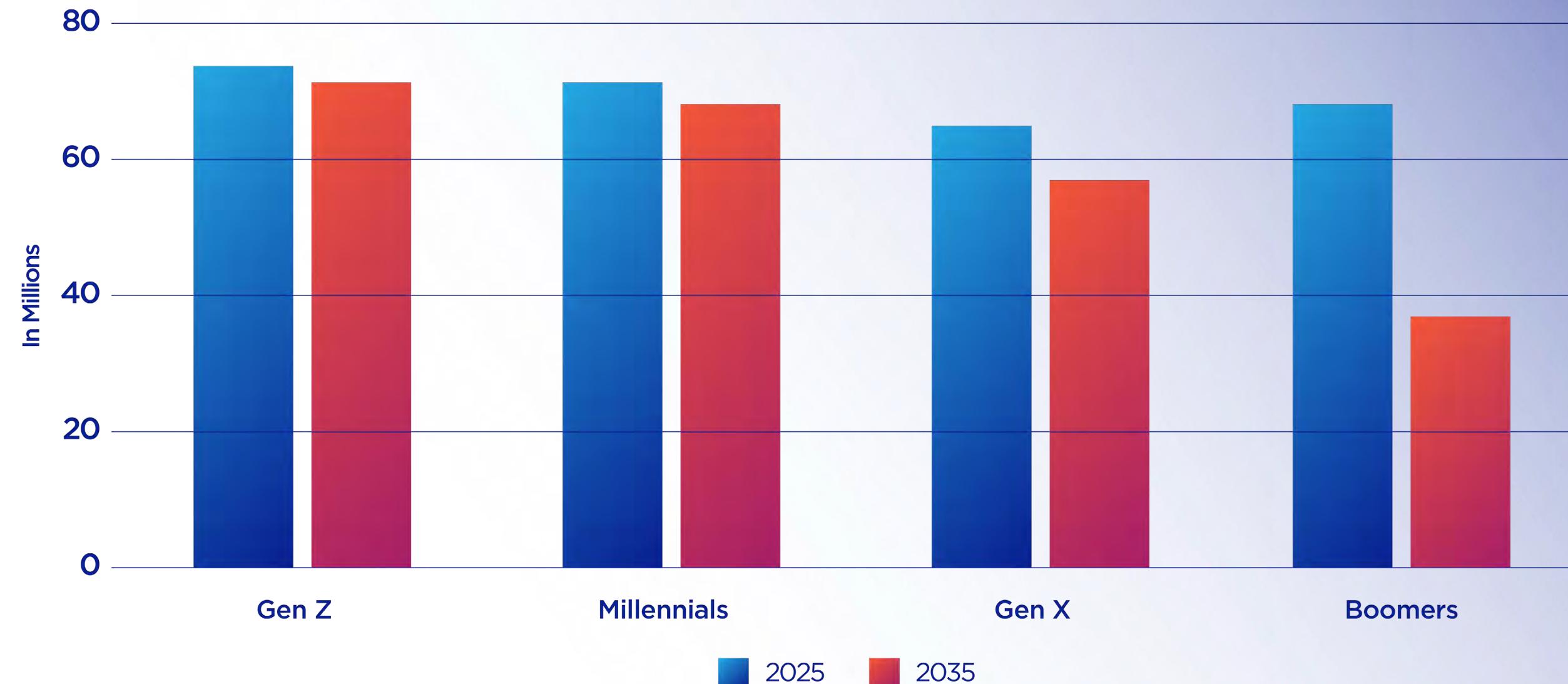
*-Bill Gates*



# Banking Channels Then vs. Now

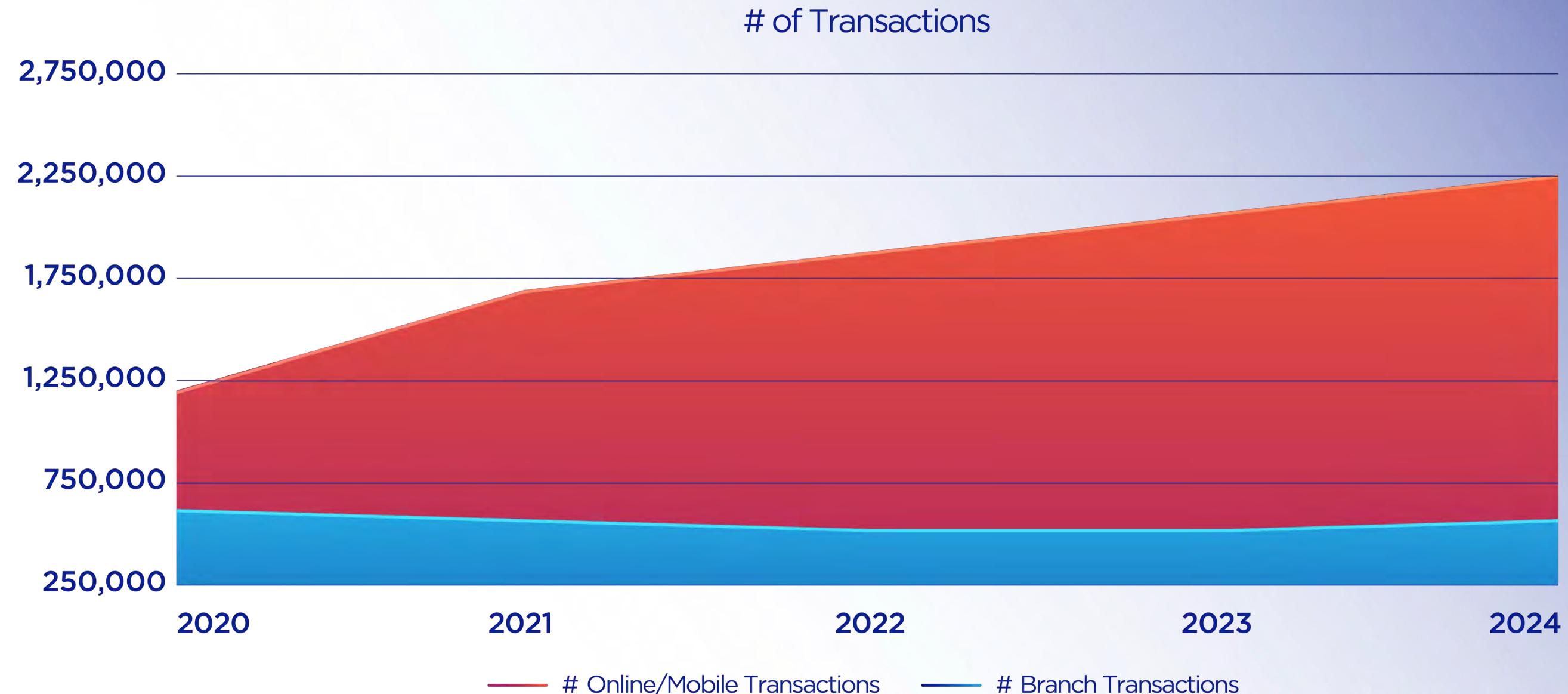


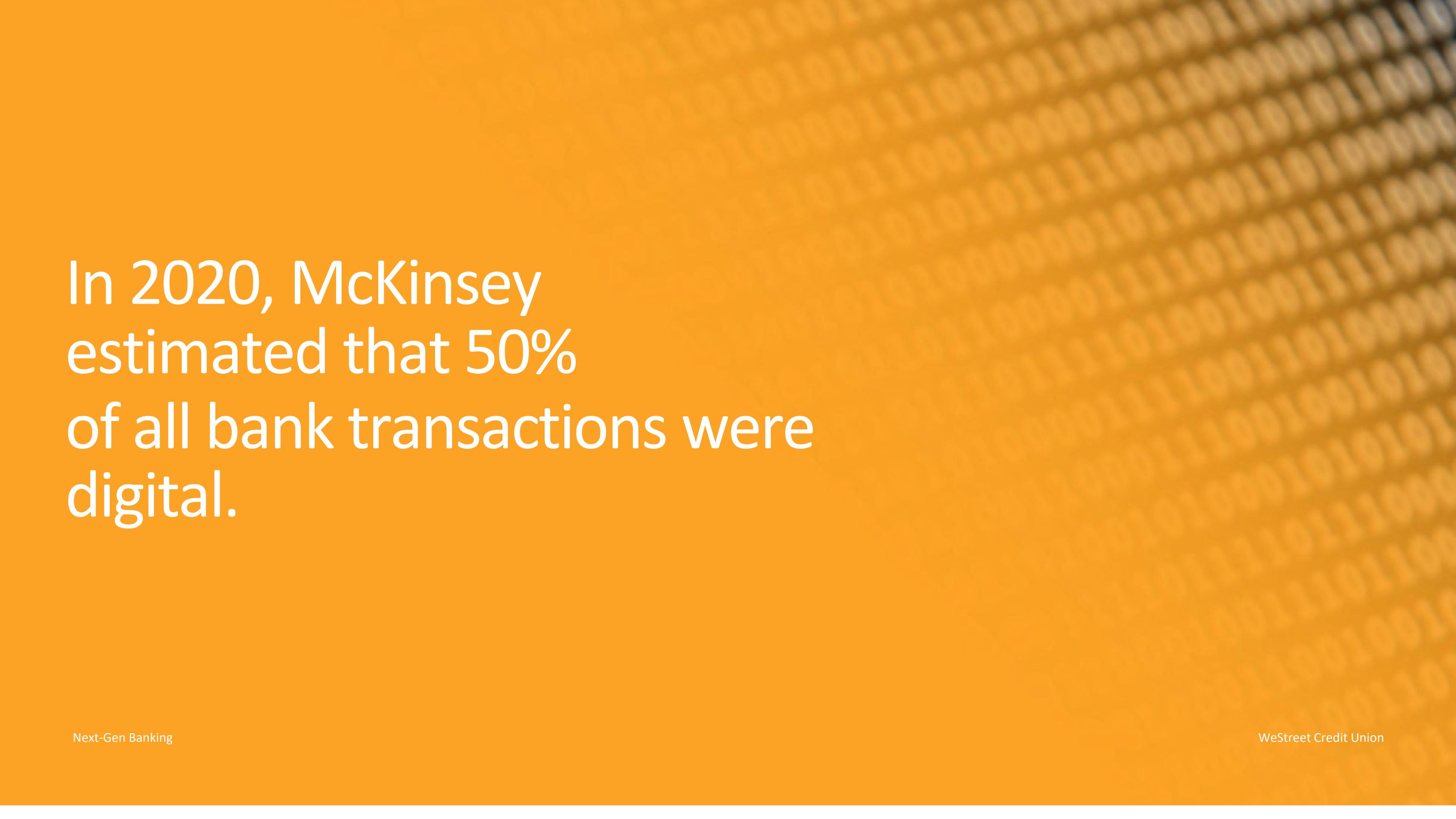
# Consumer Demographics of Today/Tomorrow



By 2035, the Boomer population will have decreased nearly 40%

# WeStreet Member Demographics





In 2020, McKinsey  
estimated that 50%  
of all bank transactions were  
digital.

# What does it mean to be Transformational?

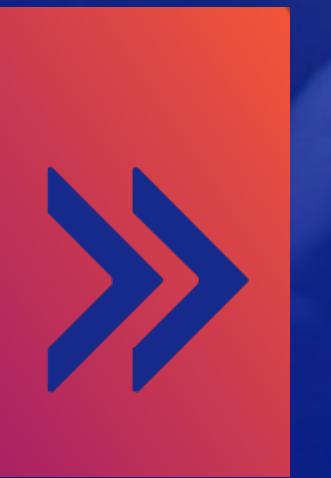
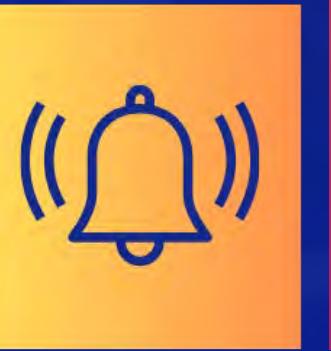


1994



Present

# Board Role & Responsibilities



Supportive and  
Nonrestrictive

Vigilant and  
Forward-Thinking

# Innovating for the Future: Digital Asset Implementation

10,000

Cryptocurrencies

80%

Crypto Market Cap  
5 Main Currencies

\$3.7

Trillion

Crypto Market  
Cap

94%

of Buyers are  
Gen Z and Millennial

\$6,424

in Typical Holdings

\$57

Trillion  
Total Market Cap  
Equity

# Understanding Crypto

Blockchain: A distributed ledger that records transactions across a network of computers. Transaction information is cryptographically linked. Like a chain of locked glass boxes with transactions on the inside. You can see everything but can't alter it.

Decentralization: No single entity controls the network. No bank or government. The Blockchain is a distributed network, meaning there is no single point of failure.

Digital Wallet: Where the cryptocurrency is stored. A digital wallet is protected by a public and private key of up to 77 characters. Lose the key and there is no access. Estimates are that about \$100 billion of Bitcoin is lost due to missing keys.

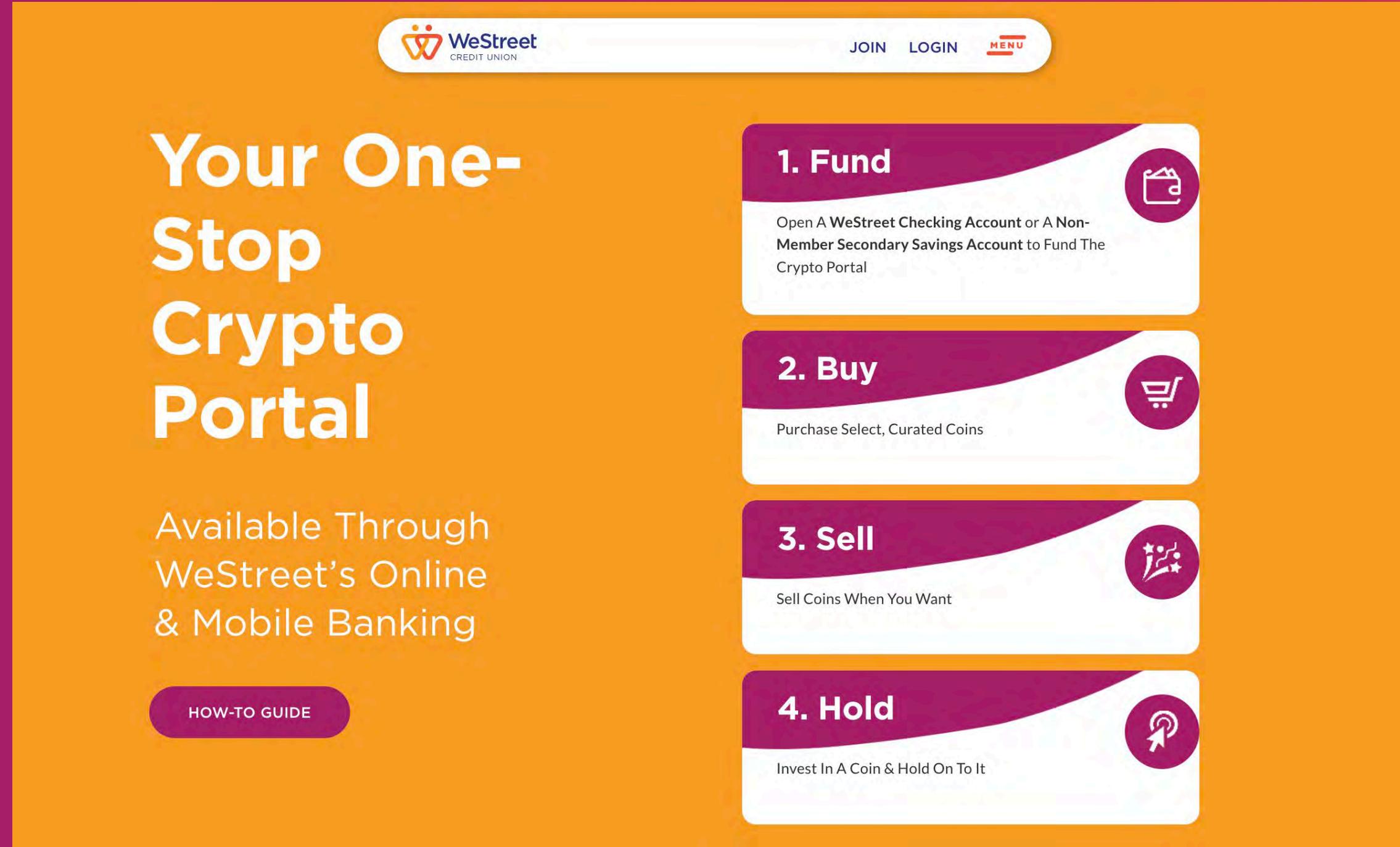
Mining: Cryptocurrency is created by data centers with immense computational power calculating a complex algorithm. Multiple football fields of servers performing billions of calculations per second 24/7/365.

Stablecoin: A cryptocurrency in which the value is always equal to \$1. No volatility which is used for payment. Think of this as a Travelers Check.

# Stablecoin



# How WeStreet Has Implemented Crypto



The image shows the WeStreet Crypto Portal landing page. The header features the WeStreet logo and navigation links for JOIN, LOGIN, and MENU. The main title is "Your One-Stop Crypto Portal" with a subtext "Available Through WeStreet's Online & Mobile Banking". A "HOW-TO GUIDE" button is present. To the right, four steps are outlined: 1. Fund (with a wallet icon), 2. Buy (with a shopping cart icon), 3. Sell (with a gift icon), and 4. Hold (with a hand icon). Each step has a brief description.

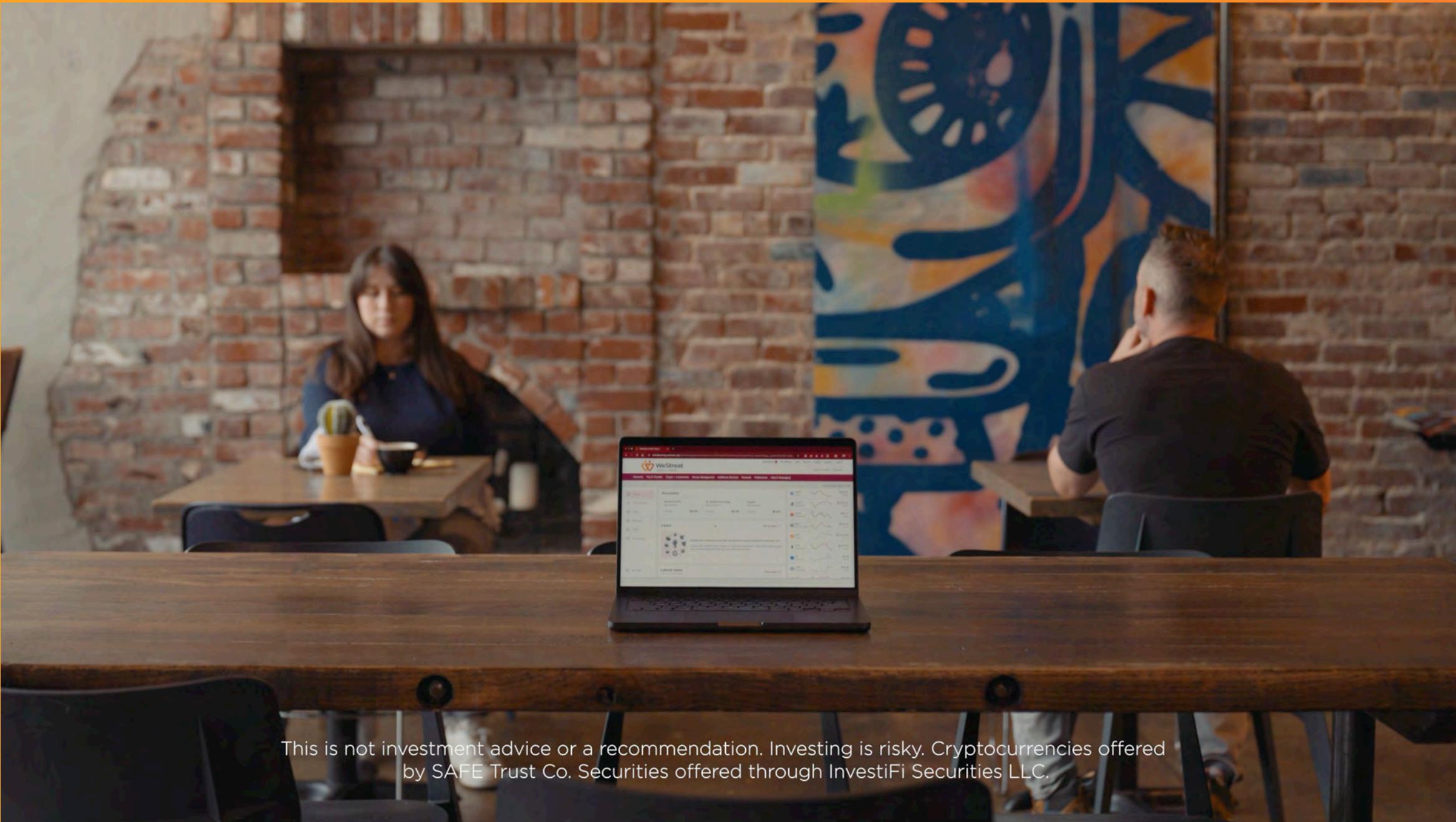
**1. Fund**  
Open A WeStreet Checking Account or A Non-Member Secondary Savings Account to Fund The Crypto Portal

**2. Buy**  
Purchase Select, Curated Coins

**3. Sell**  
Sell Coins When You Want

**4. Hold**  
Invest In A Coin & Hold On To It

# How WeStreet Has Implemented Crypto



This is not investment advice or a recommendation. Investing is risky. Cryptocurrencies offered by SAFE Trust Co. Securities offered through InvestiFi Securities LLC.

# Take Aways

Neither Steve Job or Jeff Bezos had the vision of what they were building would become. They started with an innovative approach. They paid attention to the market and adapted.

Culture first then strategy. Culture can take years.

You must be looking at your member demographics and the impact on branch strategy

What is going on with crypto is important we must pay attention and find a point to be involved. Resist the temptation to get swept up in the hype.

# Contact



Greg Gallant  
President & CEO WeStreet  
Credit Union