

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

*Greg Gallant, President & CEO*  
WeStreet Credit Union

**ROCHDALE + VLI**



# Next-Gen Banking:

Capturing the Future Member Through  
Innovation and Digital Assets

# Burger King Accepts Credit Cards (1993)

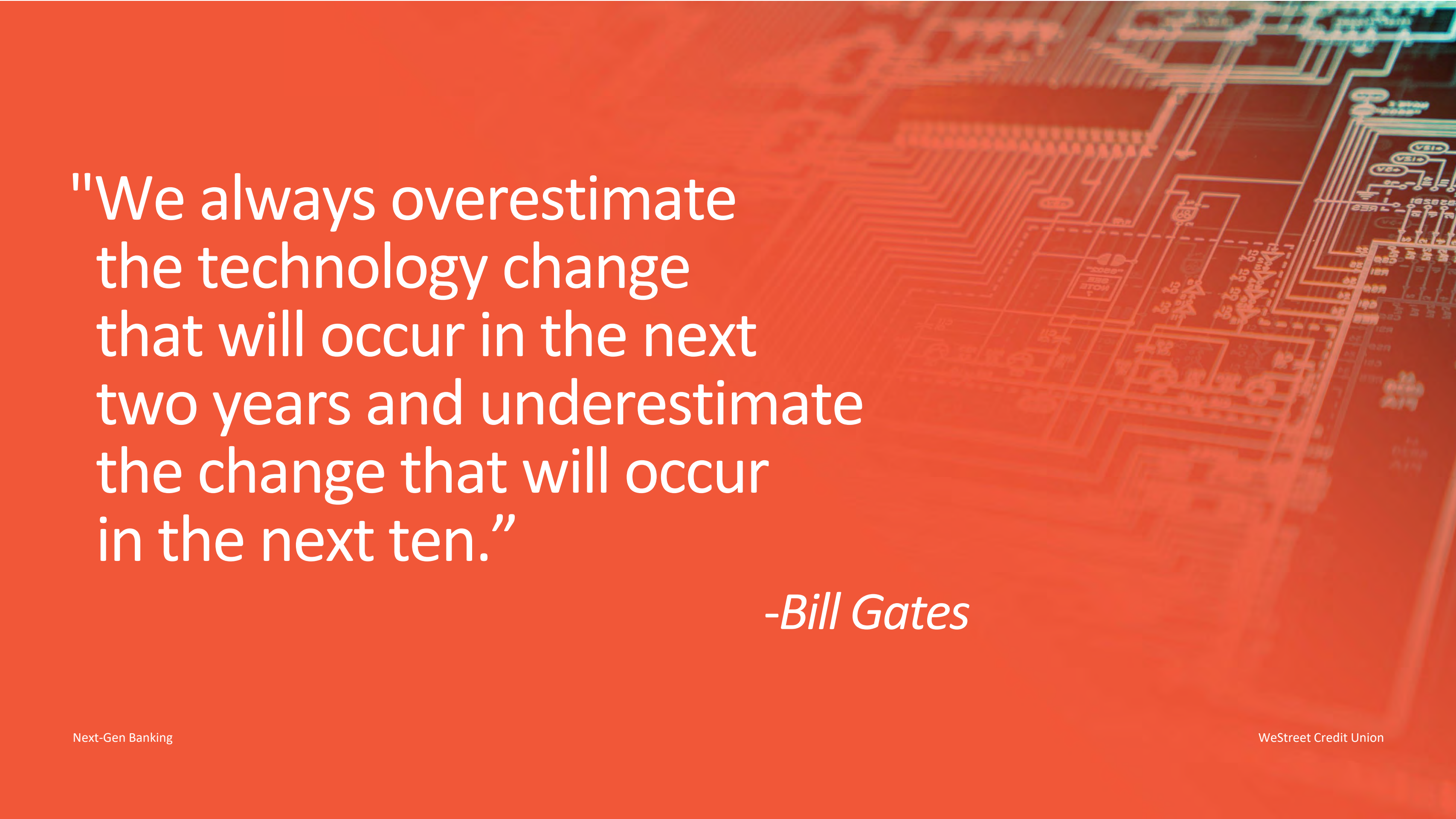




# Burger King Accepts Credit Cards (1993)







"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*



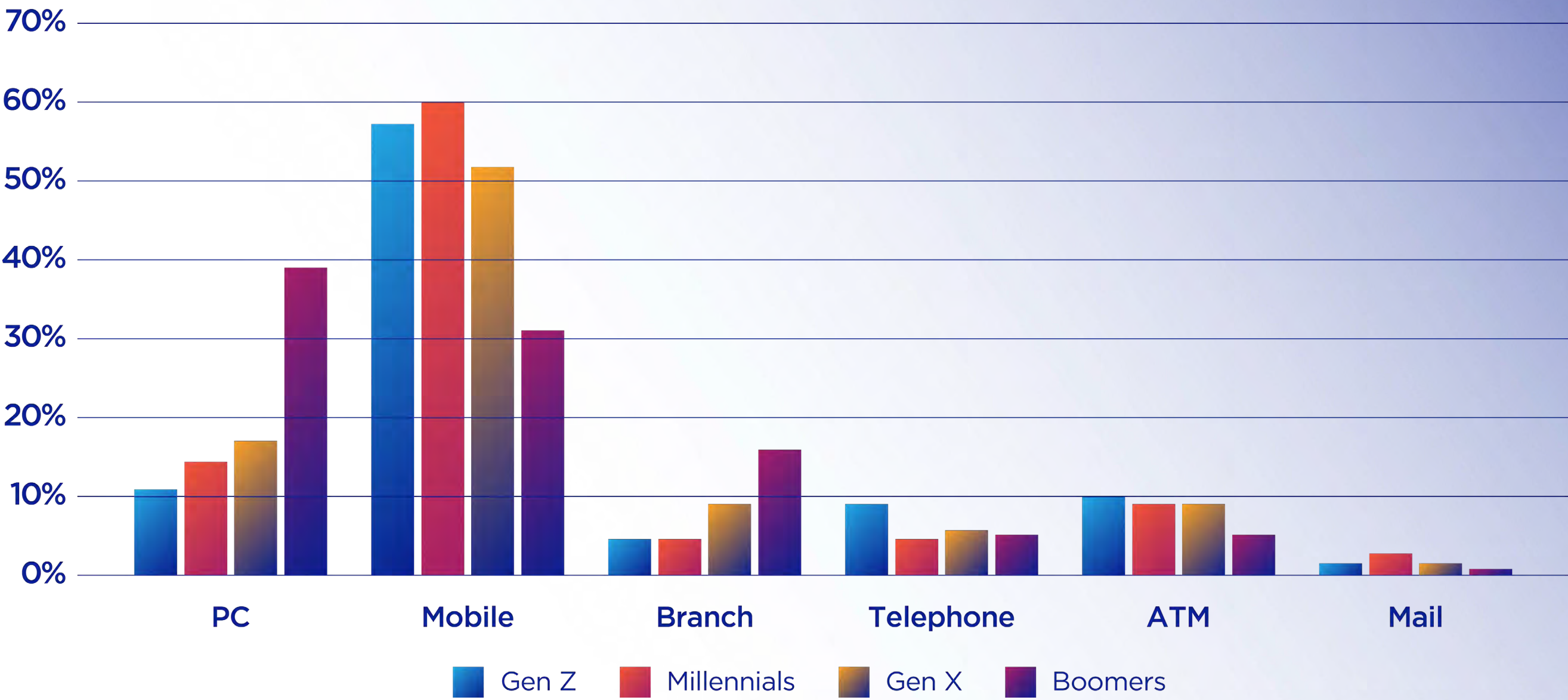


2001



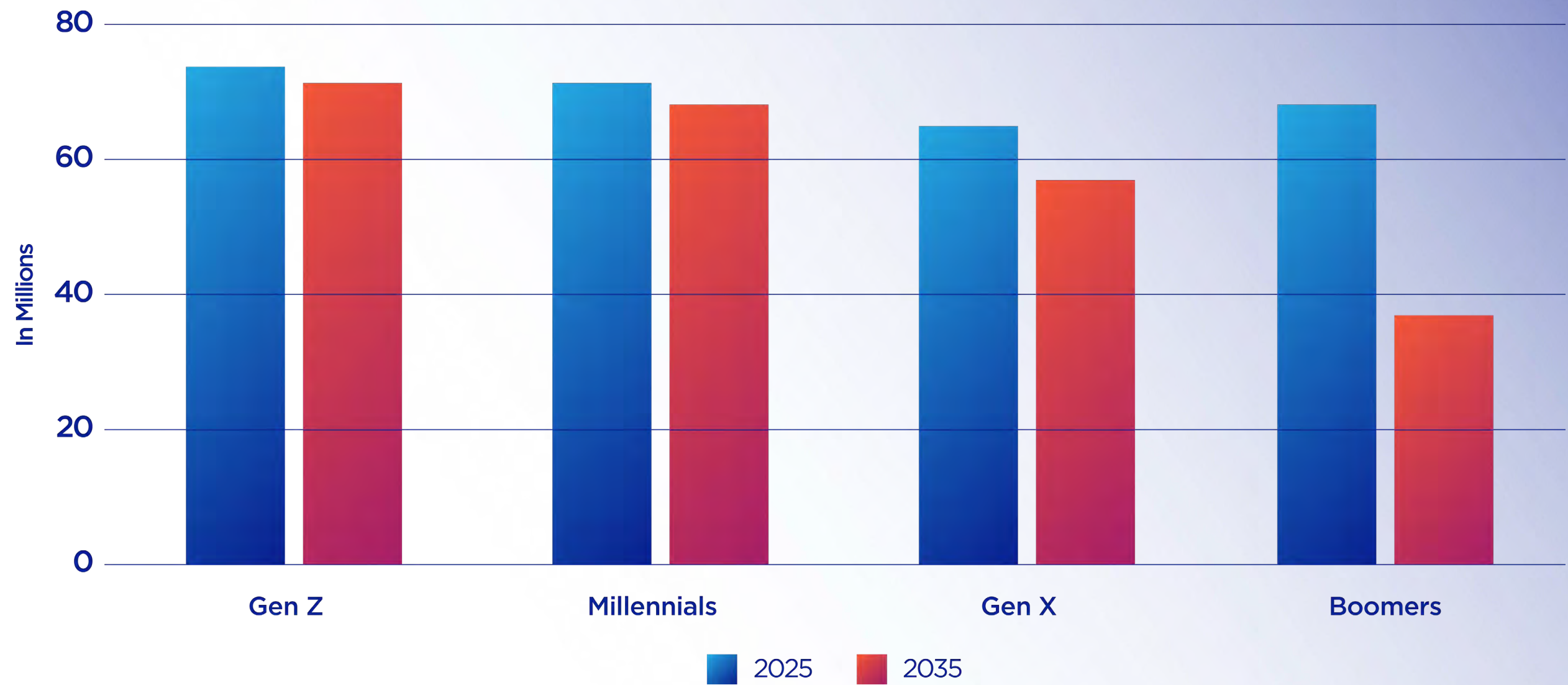
Present

# Banking Channels Then vs. Now





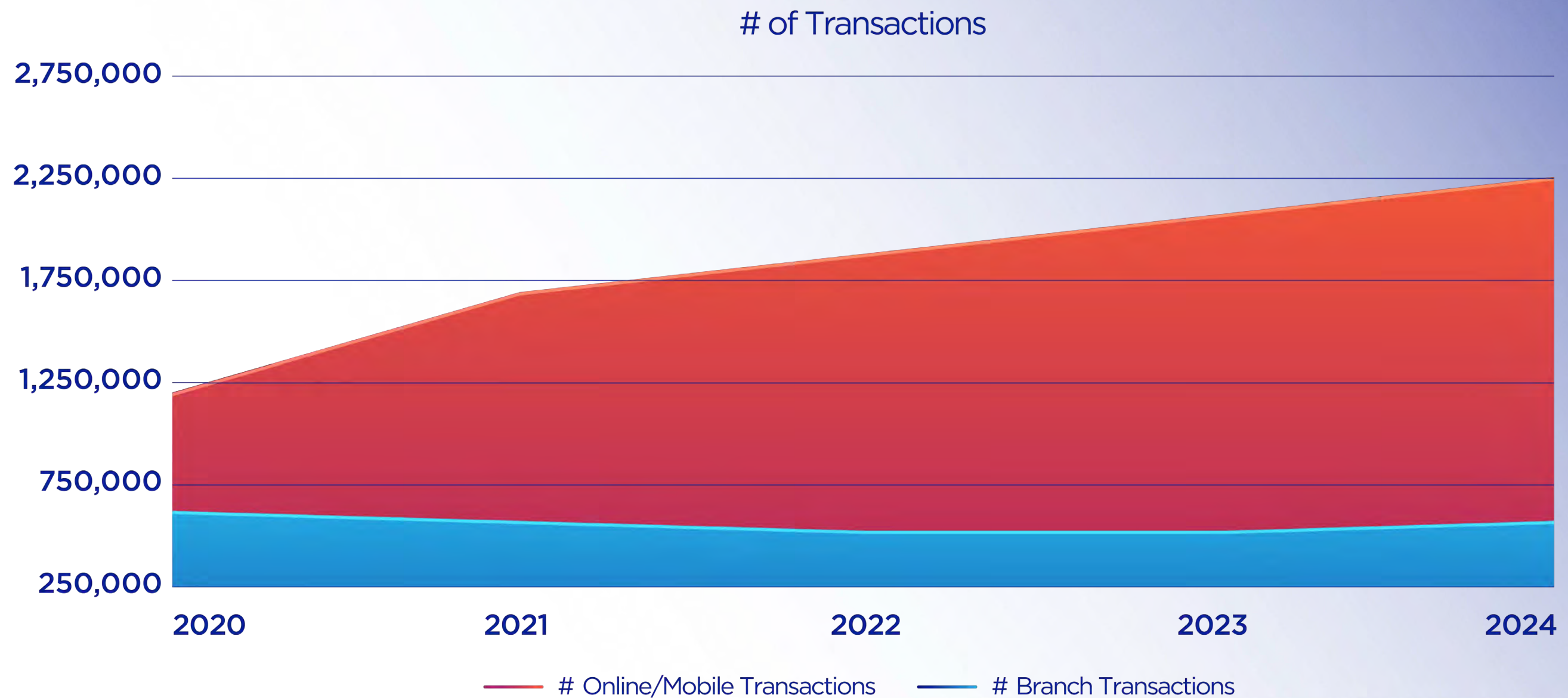
# Consumer Demographics of Today/Tomorrow



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





# 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.

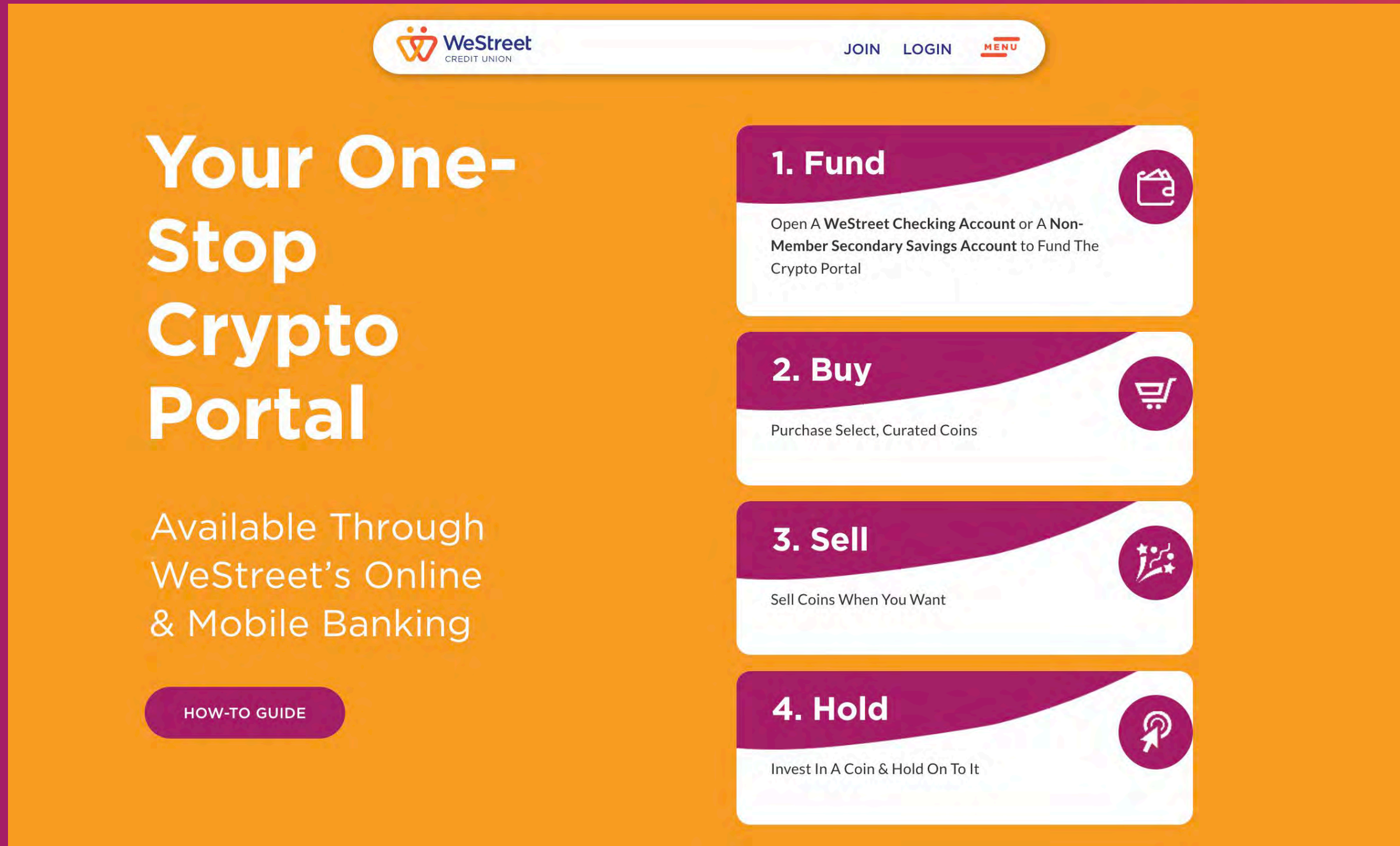


# Stablecoin





# How WeStreet Has Implemented Crypto



The image displays a screenshot of the WeStreet Credit Union website's crypto portal. The header features the WeStreet Credit Union logo, a search bar, and links for 'JOIN', 'LOGIN', and a 'MENU'. The main heading reads 'Your One-Stop Crypto Portal', followed by the text 'Available Through WeStreet's Online & Mobile Banking' and a 'HOW-TO GUIDE' button. A vertical list of four steps is shown on the right: 1. Fund (with a wallet icon), 2. Buy (with a shopping cart icon), 3. Sell (with a star icon), and 4. Hold (with a target icon). Each step includes a brief description of the action.

**WeStreet**  
CREDIT UNION

JOIN LOGIN MENU

## Your One-Stop Crypto Portal

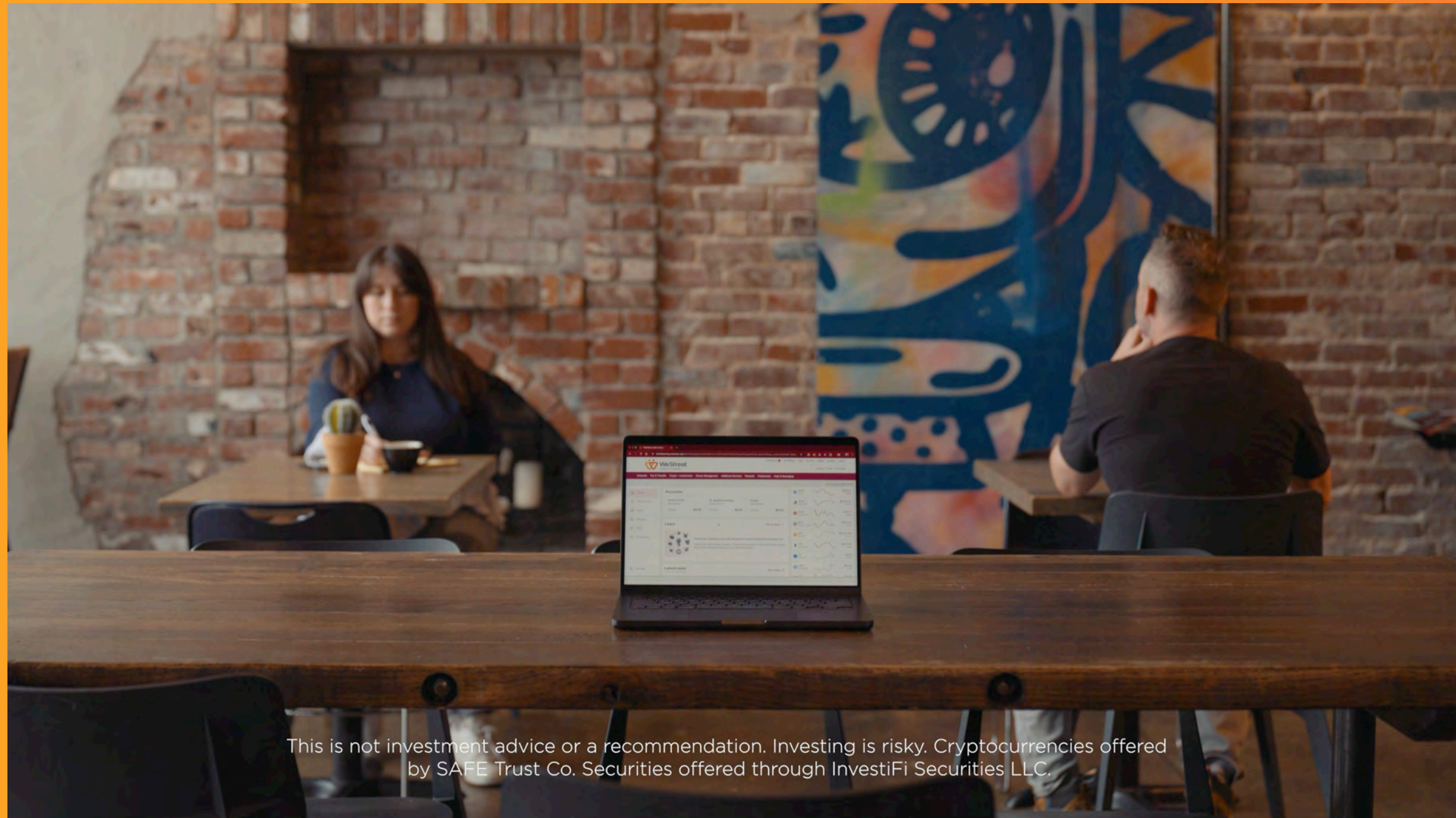
Available Through WeStreet's Online & Mobile Banking

HOW-TO GUIDE

- 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