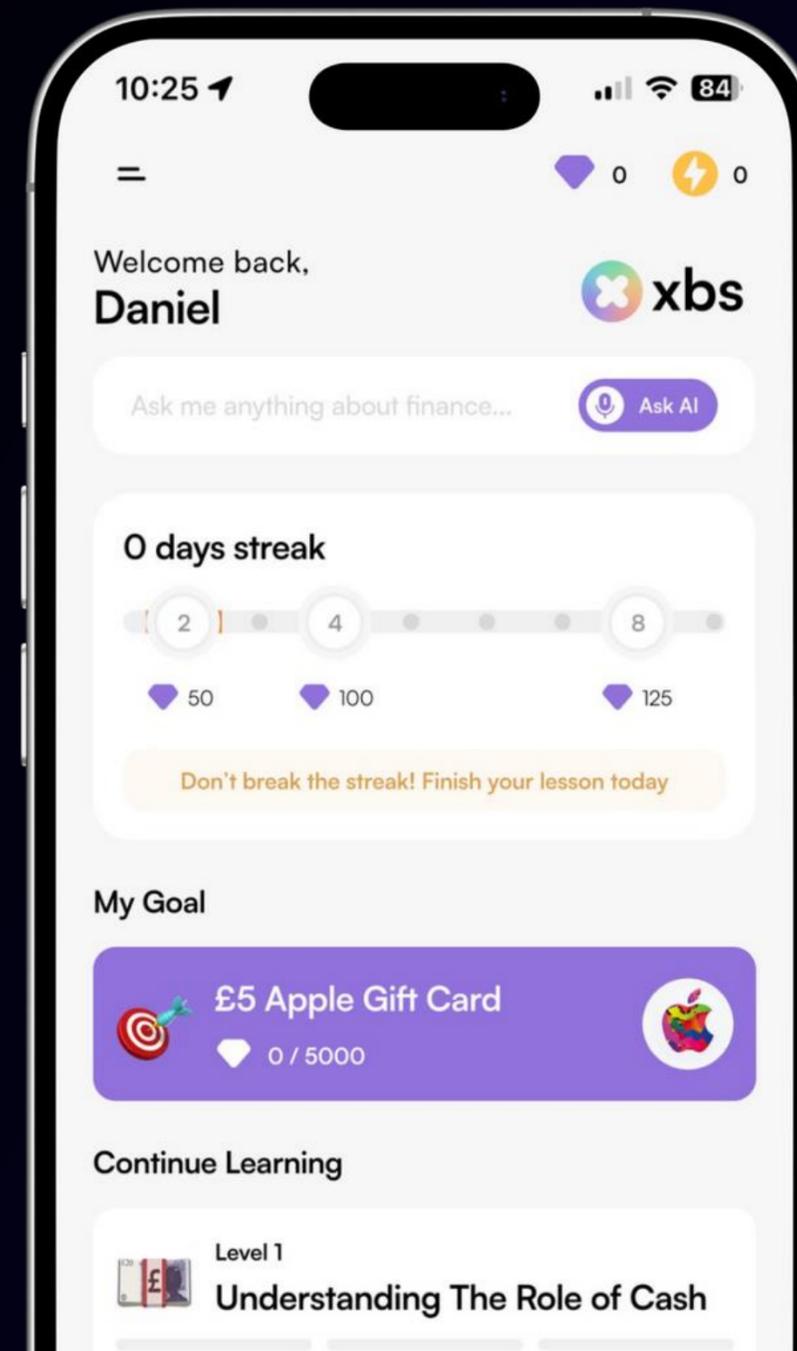


# doshi

## Money confidence for everyone, every day.





We empower banks to transform financial education into gamified, engaging experiences that build money confidence



**57% of adults feel  
overwhelmed by  
financial decisions**



**68% of adults expect  
their bank to offer  
better financial  
education**



# Why financial education **fails** today.



One size fits all



Lack user  
engagement

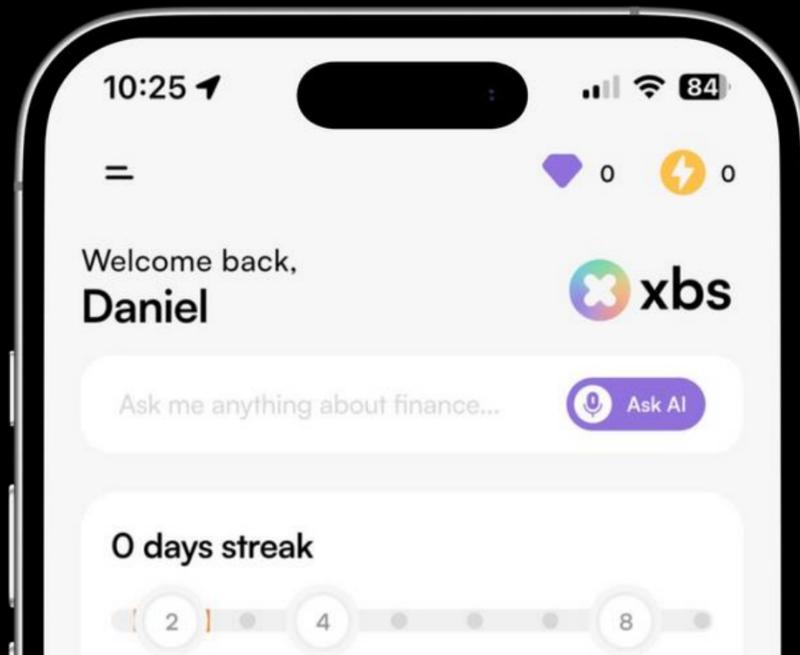


Low perceived  
ROI

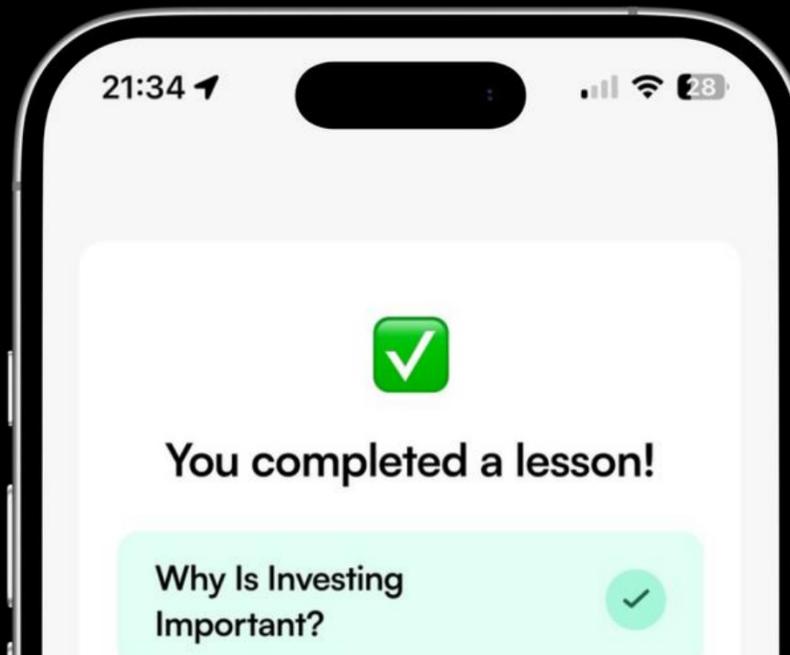
What if financial education drives **real value**  
to your banks and your customers?

# Doshi: your shortcut to embedded financial education

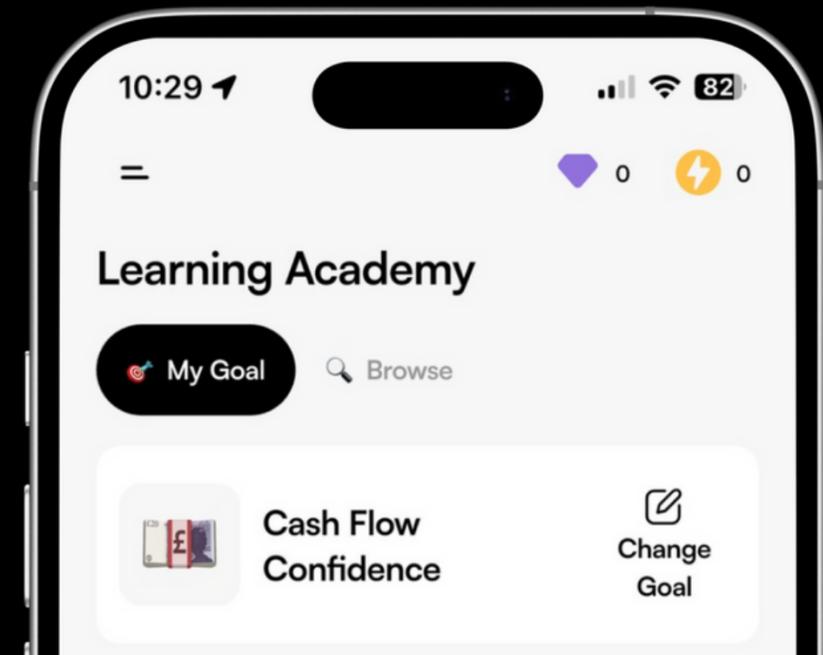
01 Personalised



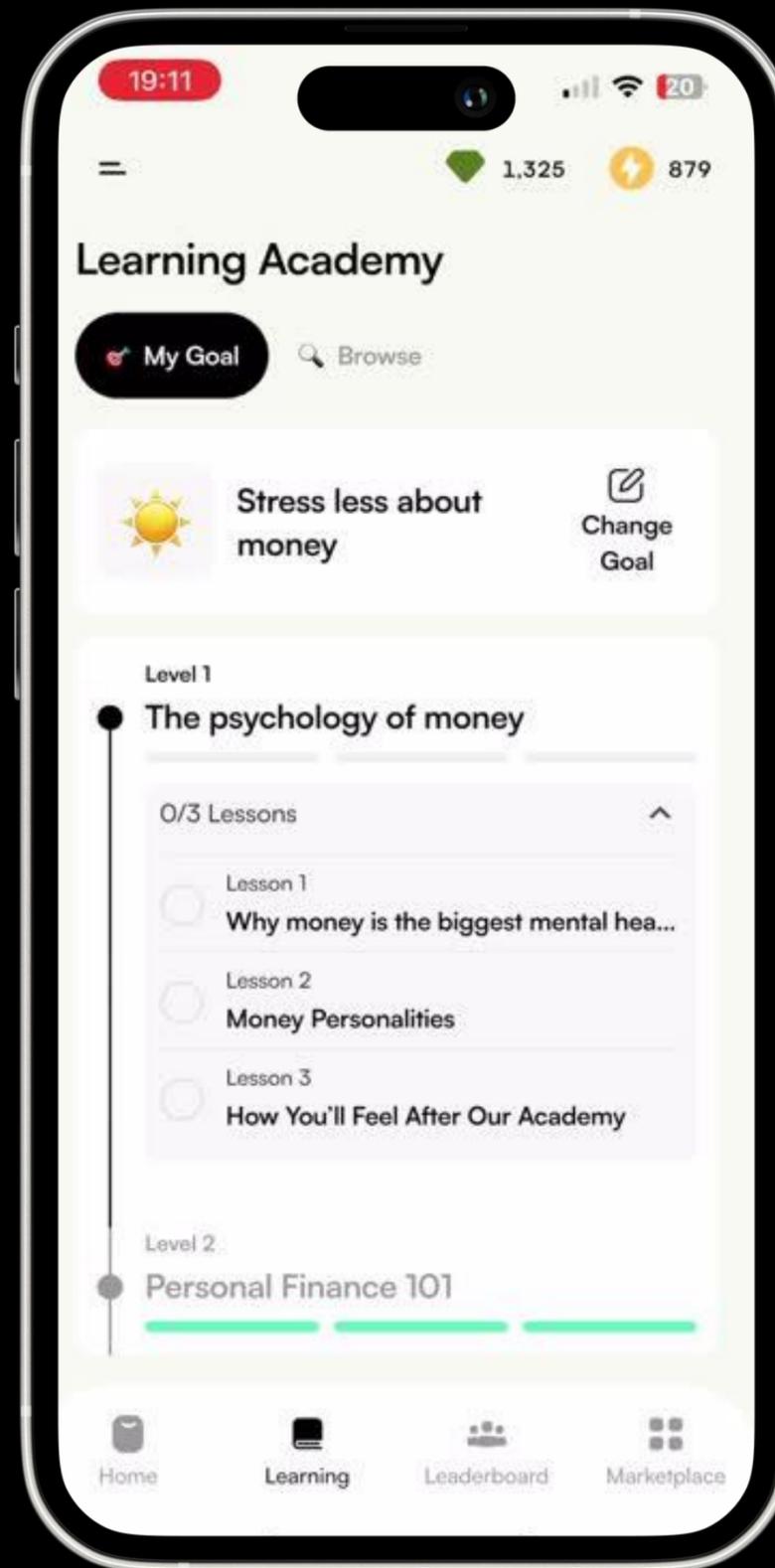
02 Engaging



03 Embedded

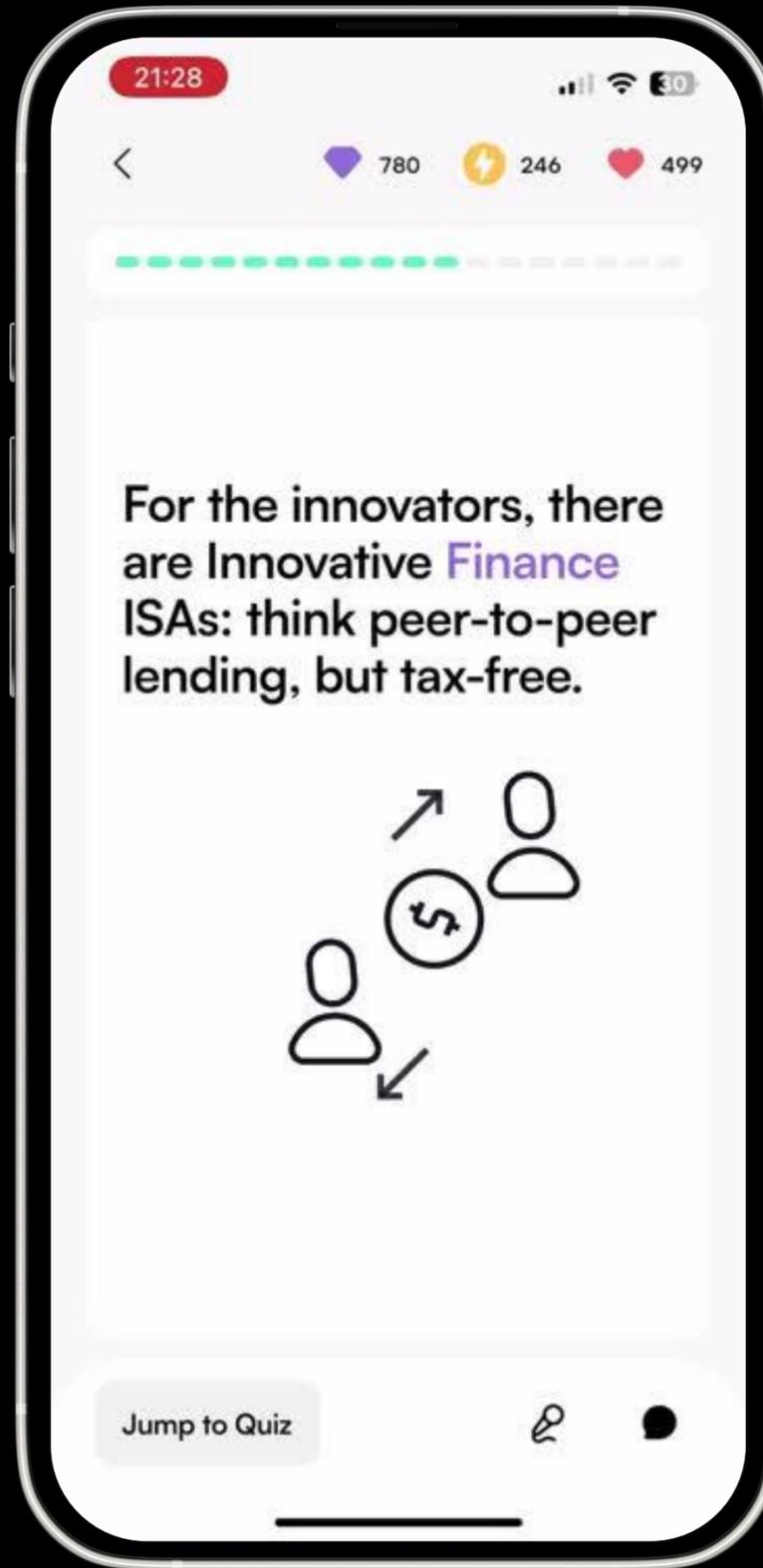


01 Personalised



Curated learning content, actions and tutorials that help customers achieve their financial goals

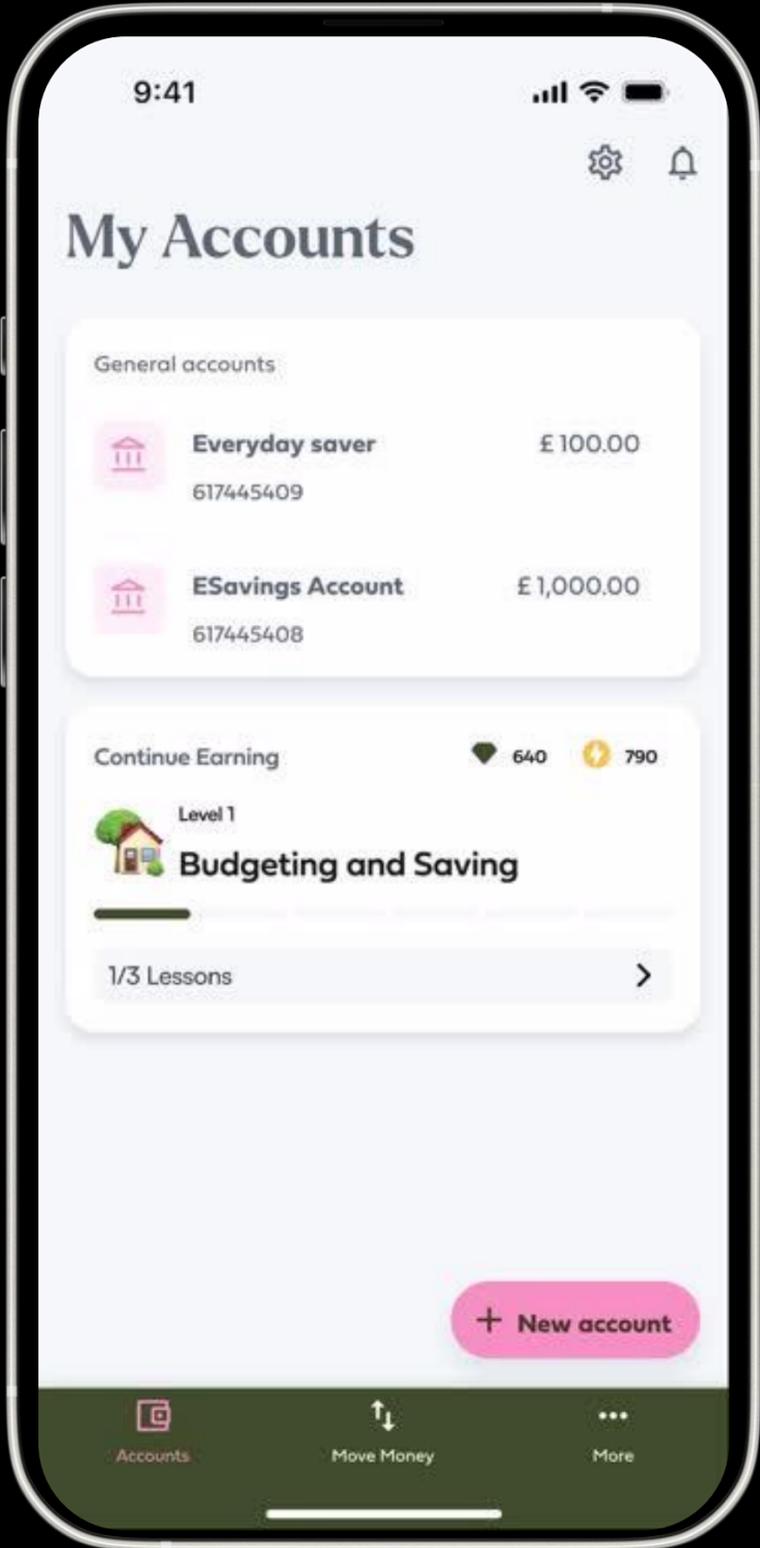
02 Engaging



Users earn points and redeem rewards for completing quizzes, missions and milestones.

03

# Embedded



Your gamified content,  
embedded in your banking app

A young man and woman are smiling and looking at a smartphone together. The woman is on the left, holding the phone, and the man is on the right, holding a cup. They are in a kitchen or dining area. The man is wearing glasses and a yellow patterned shirt over a white t-shirt. The woman is wearing a blue shirt. The background is a blurred kitchen with wooden shelves.

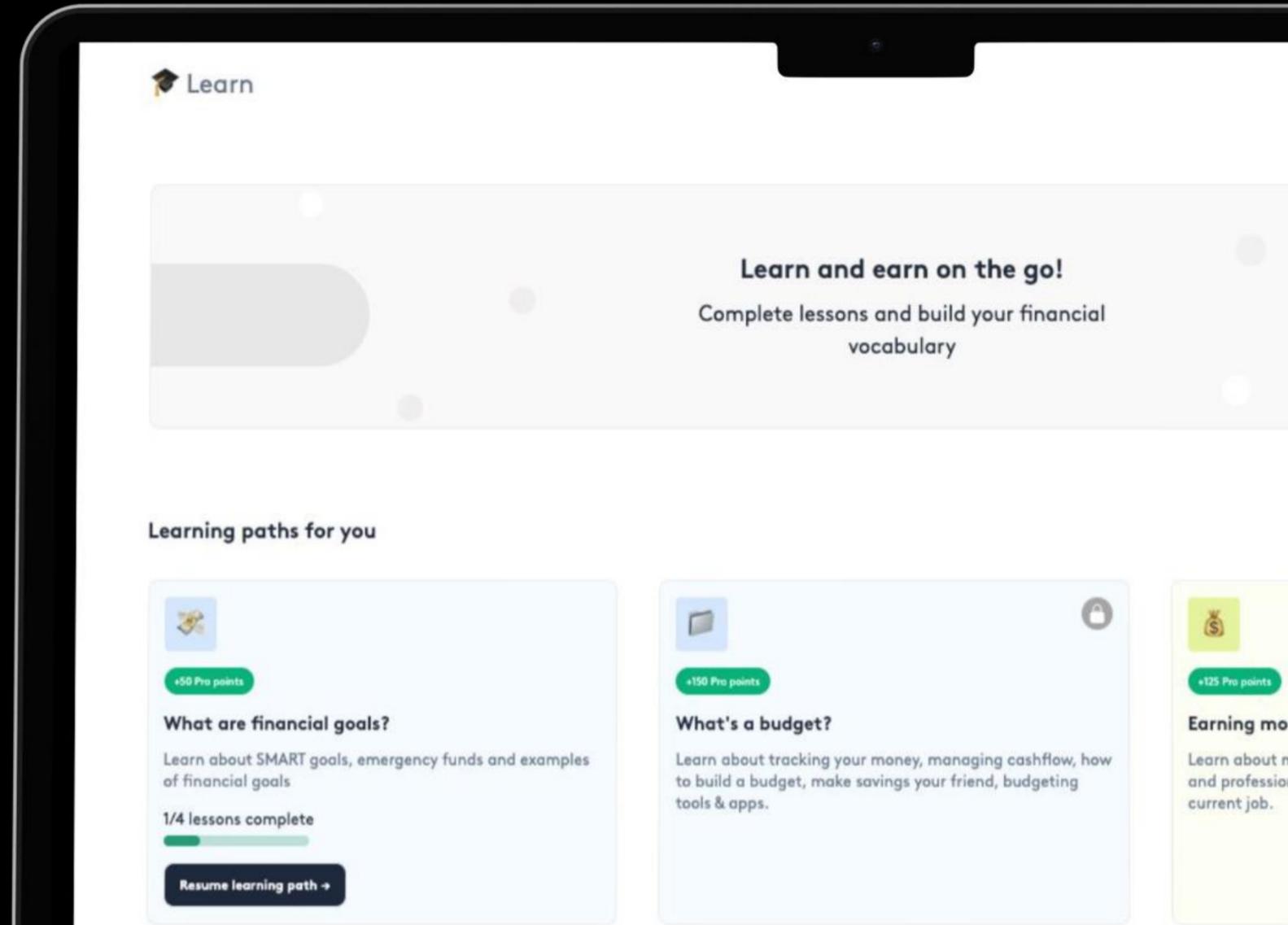
**SALAD**

**MONEY**

**Increase loan  
repayments by 15%**

# prograd

## Increase conversion rates by 18%



# Ready to transform financial education at your bank?



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