

# CUBuild 2022 Teams and Projects

## **Play-Less:** Save More (**Winner:** Best in Show)

A two-year program to transform relationship pricing for those in need. Most credit unions provide the highest dividends and rewards to their most profitable members who need the least amount of help to become financially stable. In this solution the team developed a “reverse” relationship pricing module where the lowest income and least stable members enter a 2-year program under which positive financial abilities are rewarded with the highest dividends. The tier-based program graduates over a 2-year period offering income-based incentives for all members regardless of their profitability. The long-term outcome – members in financial trouble become stable and the CU provides the coaching to turn them into profitable members – a true win-win!

## **PowerOn to the People:** Feenix (**Winner:** Credit Union Mission)

A scalable fee system for coaching members through difficulty and allowing for fee reversals and configurable fee programs.

## **132 Characters:** CUBR (**Winner:** Best use of Technology)

CU Build Reports is a serverless real-time Advanced Reporting tool generator - Tomorrows reports today. Realizing the power of SymXchange batch runs and processing time reduced over traditional run methods.

## **Air Gap Adventurers:** Omni-Channel Donation Platform (**Winner:** Best Use of AWS)

How do credit unions align better the community focus of credit unions with the philanthropic interests of its membership? - Members want to play a role in making the world a better place, invite members to nominate and support meaningful causes.

## **Smoking Fireballs:** Dispute my Loot (**Winner:** Best Use of Salesforce)

Transforming the dispute process for members through a custom, configurable workflow.

## **Tech Bubble:** Pedagog (**Winner:** People's Choice Award)

Transforming credit union marketing by creating a 'kidfluencers' platform to incentivse younger people to talk about and promote credit unions.

## **CU Builders:** Member Rewards

Member Rewards- Transforming rewards programs with modern technology.

## **Mavericks:** CU GPS

We want our members to achieve their goals and dreams. Introducing Goal Powered Savings - Set specific savings goals, optimize savings for automatic transfers and provide guidance with personalized coaching.

## **The Warriors:** Wealth Changer

How can passive process transform how members growth their savings and overall wealth? Create relevant financial coaching to help members create and then accomplish their goals.

## **It's a Feature:** Transforming the Traditional Skip-A-Pay Feature

Transforming the traditional Skip-a-Pay process.