

Youth Branding Project

# Conexão Sicoob

# Why should we look up to the youth?

Gen Z is living its period of intellectual formation in a social and culture context of intense transformation, in which products and services are constantly being created through technology. The youth promises to be the next great consumerism force and actually it already influences many of the families' expenditure decisions.





# 65%

*of all new financial services acquisitions in Brazil  
is being made by apps*

# 56%

*of all banking services users do their operations directly  
with banks and fintechs with no physical location*

# 24,3%

*of Brazilians that don't use bank branches, use only their  
smartphones to do their operations.*

Source: How fintechs and banks can democratize financial  
services in Latin America – IDC/2019



**UNLIMITED FINANCIAL  
TRANSFERS**

**SOCIAL MEDIA**

**BANK BRANCHES**

**INSIDE COLLEGES**

**YOUTUBE**

**FREE OF CHARGES  
ACCOUNT**

**CREDIT LINES FOR THE  
YOUTH**

**SIMPLE AND EASY ACCESS**

**STUDENT AID**



**PURPOSE**

**CONEXÃO SICOOB**

# MARKET TREND

**YOUNGSTERS BETWEEN 16 AND 25 YEARS OLD ARE ALREADY  
10% OF INVESTORS IN THE STOCK MARKET**

While the total number of stock investors increased 150% in three years, the number of investors from 16 to 25 years old is now almost 10 times bigger. Today, they're more than 166k.

It doesn't seem much, but, two years ago, less than 18k people from this age range were stock or REIT investors. At the time, the number wasn't even 3% of the total of investors.

This increase happened because of 3 main factors: access of information (specially from YouTube and digital influencers that encouraged investments in the financial market); social security reform; and the decrease in Brazilian interest rates.

# MARKET TREND

## 53% OF YOUNGSTERS CONTROL THEIR PERSONAL FINANCES

The youth is becoming more aware of investments and they are giving their first steps towards being investors. The new generation of brazilians feels more comfortable to invest. This is something verifiable because of the increase of public debt titles that were bought between 2015 and 2016, when interest rates in Brazil rose.

The youth is beginning to have effective access to credit tools and they are taking over the control of their own finances. However, most of them did not have access to financial education.

Not surprisingly 39,7% of the ones that control their finances learned to do so thanks to internet's help (channels and financial education sites), while 27,4% learned to handle their finances with their families.

(\*) Source: Geração Z - A gestão das finanças pessoais -  
Confederação Nacional de Dirigentes Lojistas (CNDL), SPC Brasil e Sebrae, Blog  
Sicoob Credpit e Cointimes.

A background image showing a crowd of people at a protest or rally. Many people have their hands raised in the air. In the background, a large sign with the word 'SICOOB' is visible. The image is overlaid with a semi-transparent purple filter. A yellow diagonal stripe runs from the top right corner towards the center.

# 15%

OF ALL LEADS FROM  
CONEXÃO SICOOB HAVE AN  
ACTIVE ACCOUNT IN SICOOB,  
WHILE MORE THAN 51% OF  
THOSE ACCOUNTS WERE  
ACTIVATED IN 2017 OR  
EARLIER



# THOSE NEW ASSOCIATES IAP IS 4,

WHILE SICOOB'S NATIONAL  
AVERAGE IS 2,79.

IAP is a parameter that measures how many products  
of Sicoob are being consumed by its costumers



# MOST CONSUMED PRODUCTS

Life and lender  
insurance

63%

Private  
pension

24%

A group of young people, mostly of Latin American descent, are shown from the chest up, looking upwards and to the right with expressions of anticipation or excitement. They are wearing casual clothing like hoodies, jackets, and baseball caps. Some have their hands raised in the air. The background is a large, open hall with a high, arched ceiling made of metal trusses and glass panels. A large, bold yellow percentage '87%' is superimposed over the upper left portion of the image. A diagonal yellow-to-white gradient bar runs from the top right corner towards the center.

# 87%

OF ALL NEW ACCOUNTS  
WERE ORIGINATED  
OUTSIDE OF CAPITAL  
CITIES


# Who can we talk to?

IN BRAZIL, THERE ARE NEARLY 20 MILLION YOUNGSTERS (MORE THAN THE POPULATION OF THE NETHERLANDS) WITHOUT A BANK ACCOUNT. THIS POPULATION IS ESTIMATED TO MOVE R\$ 160 MILLION IN A YEAR.



(\*) Source: Instituto Data Popular Pesquisa e Consultoria



A large group of diverse young people, mostly in their late teens or early twenties, are posing for a group photo in what appears to be a classroom or meeting room. They are arranged in several rows, with some sitting on the floor in the front and others standing behind them. Many are smiling and making hand gestures like peace signs or thumbs up. The background shows a whiteboard and some office furniture. The entire image is overlaid with a semi-transparent purple filter, and there are yellow geometric shapes in the corners.

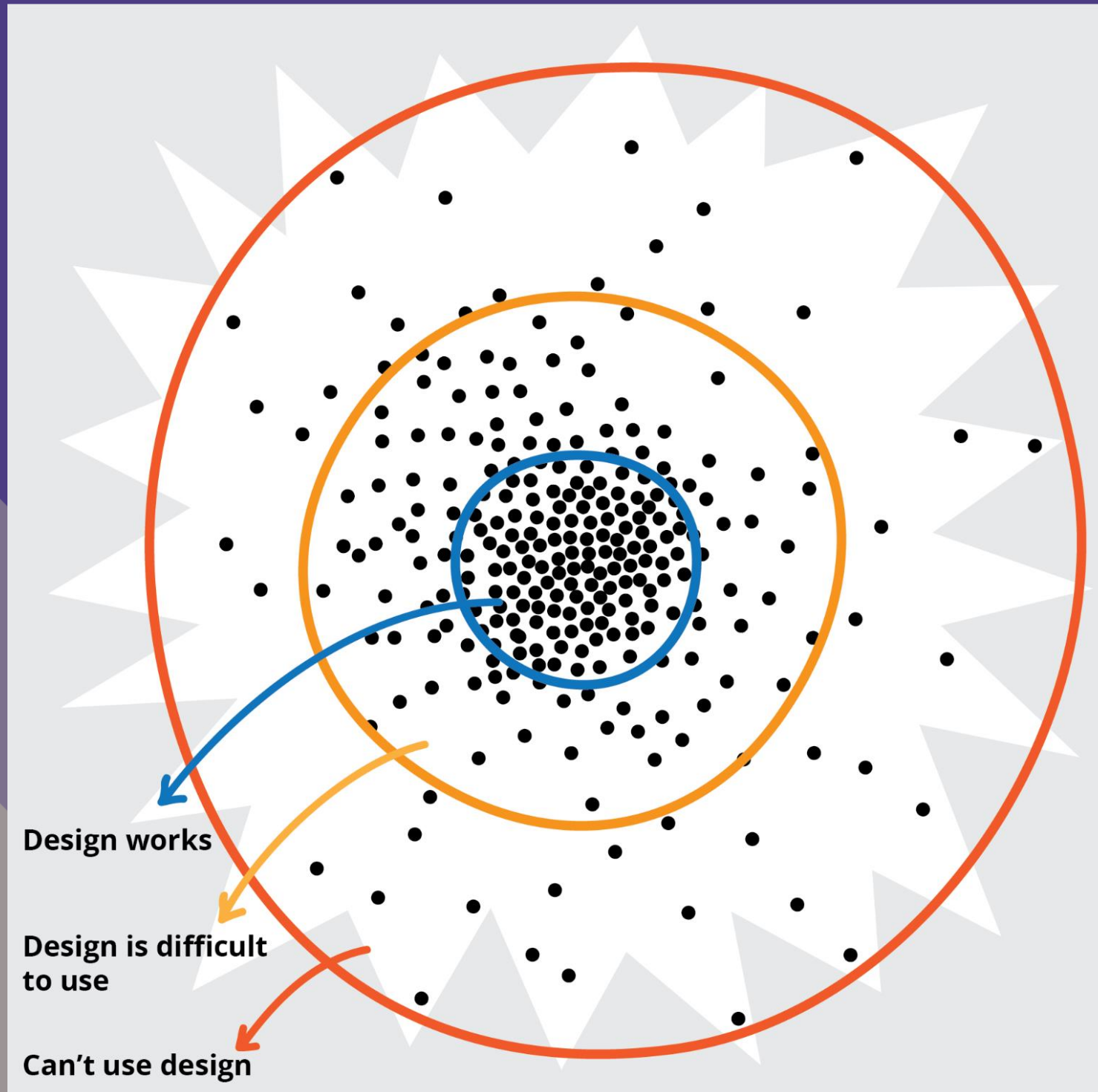
We realized Conexão Sicoob as a program that  
**INCLUDES** the youth in our National Financial  
System, as well as a way of increasing the  
**COMPETITIVENESS** of our cooperatives towards  
the traditional banks.

# CONEXÃO SICOOB AS A GATEWAY TO A CONNECTION: YOUTH AND COOPERATIVISM

During the III Conference about Platform Cooperativism that occurred in The New School, in November of 2019, entitled “Who owns the World? The State of Platform Cooperativism”, the speaker, Jutta Treviranus\* presented a theory that she entitled as Inclusive co-design. This theory, based on the **Pareto Principle**, says that the **20% excluded of technological solutions are spread in 80% of the unexplored territory**. This means that **digital solution design does not reach this unexplored territory**, because of the local community’s particularities.

(\*) Jutta Treviranus is titular professor of Ontario College of Art and Design University, in Toronto, Canadá. She is director and founder of the Inclusive Design Research Center and the Institute of Inclusive Design

# CONEXÃO SICOOB AS A GATEWAY TO A CONNECTION: YOUTH AND COOPERATIVISM



In other words, cooperativism can be a solution to service communities that can't be served by conventional digital initiatives, because this system is naturally adapted to these cities.

**THE SECRET OF ACTING WHERE DESIGN DOESN'T WORK IS ADAPTABILITY, WHICH IS INHERENT TO COOPERATIVISM.**





THIS IS WHY DIGITAL  
BANKS AND FINTECHS  
STILL COULDN'T  
CUSTOMIZE THEIR  
SERVICES AND SCALE  
RESULTS WITH THIS  
INNOVATION,  
**COOPERATIVES CAN!**

*Local*

*Inclusive*

*Social*

# THE 5 STRATEGIES OF CONEXÃO SICOOB



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## 1. THE PUBLIC

There are 51 million people between the ages of 15 and 29 years old in Brazil. In a context with that many youngsters, acting with all of them would not be effective and deep enough.

This is why the Project has been advancing to target its operation to be increasingly directed and it's now working with the young entrepreneurs, young people from the agro sector and high school and technical school students.



# THE 5 STRATEGIES OF CONEXÃO SICOOB

## 2. THE METHODOLOGY

This year we hope to create more protagonism to cooperativism in the Project's narrative. Besides that, with our new 3 market targets, each one of them will be treated based on their interests of knowledge.

For the Agro sector, sustentability; for the entrepreneurs, Agile; and for the younger, self-knowledge.

# THE 5 STRATEGIES OF CONEXÃO SICOOB

## 3. THE AMBASSADOR

**50% of the ideas generated through the participants in Conexão mentioned to build a “Youth Community”.** Therefore, someone needs to be responsible for that mission inside the cooperative.

## 4. THE JOURNEY

Once this community is impacted, we create a journey to approximate, engage and prospect new associates. This task is starred by the **Ambassador of the cooperative.**

## 5. THE PRODUCT

To answer the needs of the youth, **an specific account and the “Vooz” card** will be provided to this Community. **A “Youth Product” was as idea mentioned by 19% of all Conexão participants.**

# TARGET AUDIENCE AND MARKET SEGMENTATION

2020

Young Entrepreneurs

High School/ Technical  
Education

Youth in the Agro Sector