

Opportunity Statement 2



How might we empower youths to start planning for their health and wealth?

Insights:

Relevance

Youths live in the moment and embrace a YOLO ('you only live once') spirit. To many, the future is a distant concept that doesn't feature prominently in their considerations.

Among interviewees and survey respondents, only a minority of them have purchased an insurance plan for themselves.

How can we encourage youths to see the value in planning for their future?

Empowerment

To youths, planning for their future seems to be something that they put in the hands of others – their parents, their guardians, their teachers.

However, youths are also coming of age and want to be in a position where they can make their own choices and steer their own lives.

How might we empower youths to take control of planning for their own future – be it across their wealth or health planning?

Wealth Journey

What new features can we build and who can we collaborate with to help our community of users, especially Gen Z or Millennial users, to regularly interact with Pulse and to encourage their friends to do so as well?

You may also use AI to make recommendations or deliver behavioral nudges for better health and/or wealth outcomes, and also have elements that encourage a viral network effect.

**Reaching your first SGD\$100k/ RM 100K [Country-specific] is a big challenge.
How might we be part of their journey?**