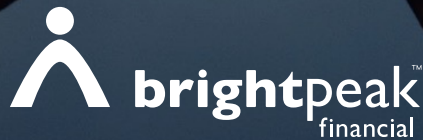


Attracting millennial Christians with a digital love and money coach




A division of Thrivent Financial for Lutherans

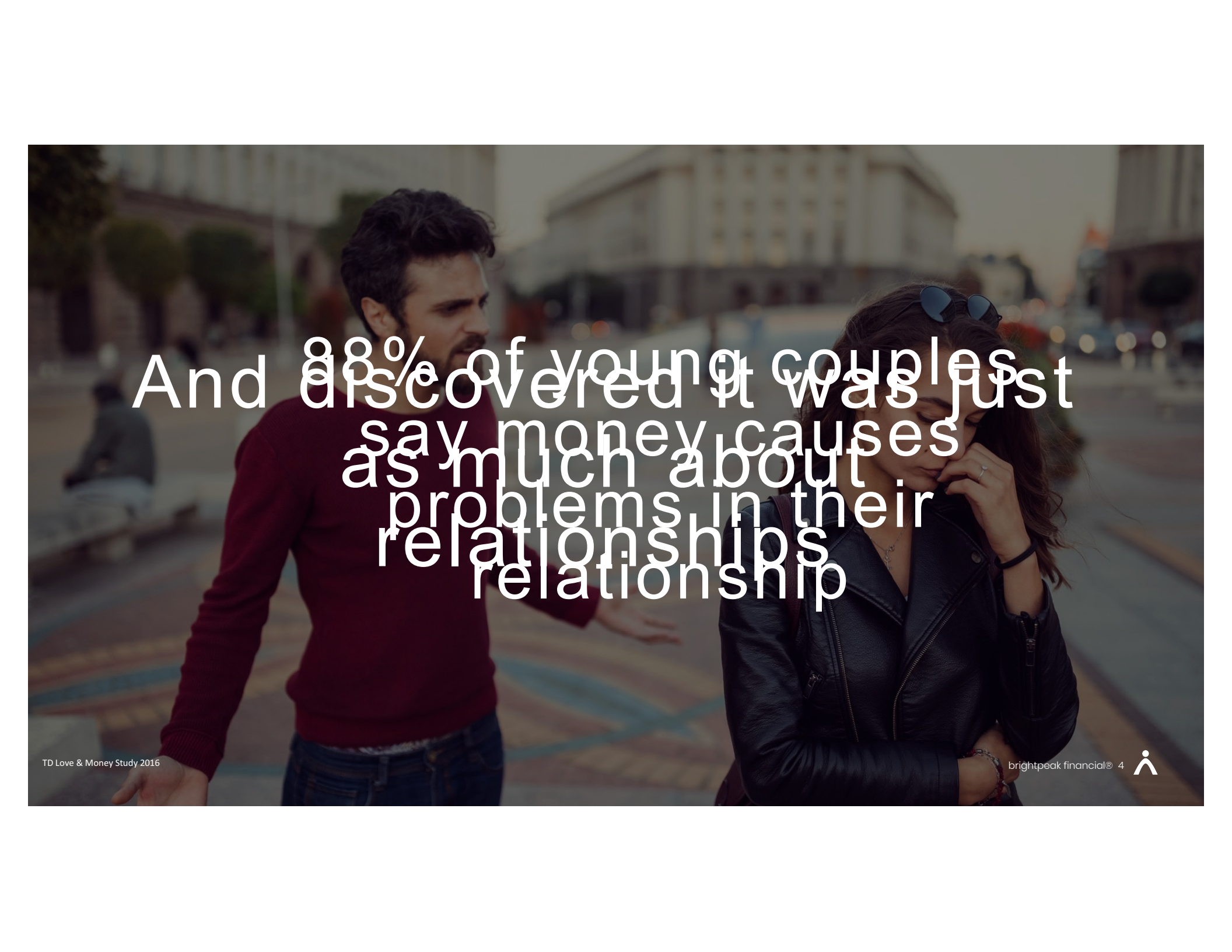
Our journey at



brightpeakTM
financial



23% of millennials say
that financial stress
makes them
We started with the why
physically ill on a
weekly or monthly
basis



And 88% of young couples
discovered it was just
say money causes
as much about
problems in their
relationships
relationship

And we know the game has
changed...







So we are changing ourselves

- Building an agile mindset
- Becoming fluent in technology
- Practicing creative discipline





And learning how to be different

- Taking a more holistic approach
- Personalizing user experiences
- Focusing on long term relationships



A photograph of a woman and two children sitting on a light-colored sofa in a living room. The woman is smiling broadly, and the children are laughing joyfully. The background shows a wooden bookshelf with books and a decorative X-shaped pattern on the wall. The image has a semi-transparent dark overlay.

And making it easy to take action



- Creating a better purchase process
- Embracing new channels
- Transparent and genuine

A young man and woman are shown in a close-up, smiling and leaning their heads against each other. The man is on the left, wearing a blue and white plaid shirt over a white t-shirt. The woman is on the right, wearing a grey knit beanie and a grey knit sweater. The background is a blurred outdoor setting.

Thank you!

Alec Catsuros
Sr. Product Manager, Digital Experience
Alec.catsuros@brightpeakfinancial.com