

# The Squirrel



Financial superpower

Discipline

Untapped financial potential

Flexibility

Ideal collaborator

The Raccoon

## About

Saving is second nature to you. You excel at disciplined saving and making smart, cost-effective decisions. You prioritize financial security and stability.

Discretionary spending is not your favorite. You prefer cost-effective and essential purchases.

You maintain some kind of budget to track expenses and most likely have a detailed system to ensure you know you're hitting your financial goals.

Making a big or important purchase? You are one to thoroughly research beforehand, always prioritizing finding the best value for your money.

## Big 5 personality traits ✨

### Conscientiousness

High



You're organized and disciplined, you don't shy away from a regular budgeting session.

### Neuroticism

Low



You stay calm and composed under financial stress, making rational decisions.

### Extraversion

Moderate



You enjoy social interactions and new ideas but prioritize keeping your budget and financial peace of mind intact.

### Agreeableness

Moderate



You balance cooperation with personal financial goals.

### Openness to experience

Moderate



You're open to new ideas but prefer proven financial strategies.

## Your personalized financial wellness toolkit



### Make any day payday

#### Earned wage access

EWA will add flexibility to your financial planning and budgeting without messing with your savings plans.



### Financial education

Level up your knowledge of financial literacy to make room for balance and diverse saving and investment opportunities.



### Retirement planning

Ensure your budgeting plan allows you to achieve your long-term financial, lifestyle and fun goals.

## Growing your financial skills



### Building financial flexibility

You love a budget—but unexpected changes happen. It's important to allow room for flexibility to accommodate for bumps in the road.

Celebrate your savings milestones and allow yourself small rewards to stay motivated. Diversify your investments to balance security with growth.

### Balance with enjoyment and experiences

Saving is important, but sometimes, you might focus too much on saving for the future to enjoy living in the present. Find a balance. Try allocating part of your budget for leisure activities to prevent burnout from continuous saving and budgeting.



## About ZayZoon

With ZayZoon, payday finally comes with the push of a button. ZayZoon's earned wage access allows employees to receive a portion of their already earned pay before pay day. The platform also offers financial educational resources and tools to guide employees to reaching their financial goals.

**74 percent of employees who use ZayZoon report less financial stress and employers who offer ZayZoon boast a 29 percent reduction in turnover.**