



Vanguard

The Vanguard Group is the largest provider of mutual funds and the second-largest provider of exchange-traded funds in the world

Identify new business models to disrupt the financial industry

APPROACH



6 high-performance teams generated innovative business solutions in 8 weeks

OUTCOMES



100+ New Insights
and Ideas



20+ Strategic Growth
Opportunity Areas



20+ Detailed Business
Concepts



5 Business Cases
for Senior Leadership

KEY TRENDS

- **Convenience and reliability:** Consumers interested in overall experience, banking as a service that is simple, fast and efficient
- **New entrant disruptions:** non-banking alternatives offering more efficient, individualized services are disrupting the industry
- **Democratization of industry:** increased accessibility and variety of financial instruments available, to reach new market segments
- **Decentralization:** the industry is deconcentrating its power and central authority

"I was quite impressed of the level of the primary and secondary research that the teams got to uncover and their analysis and creativity of the concepts and solutions."

Elisabeth Lim, Senior Innovation Strategist

