



Funding GenZ and M





Millennials

- Presented by: The team of Jane Lemke and Keith Babich from CommonBond





Get the Scoop

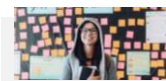
- **Millennials and Generation Z**
 - Mindset and expectations
 - Buying choices; perspective and attitudes



Millennials & Generation Z



Millennials and Gen Z defined and influenced



GEN Z

- BORN SINCE 2000
- ON-DEMAND CULTURE
- SOCIAL MEDIA
- MOBILE TECHNOLOGY
- STRUGGLING U.S. ECONOMY
- MAKE UP THE MAJORITY OF YOUR TRADITIONAL STUDENT POPULATION



MILLENNIALS

- BORN 1981 - 1999
- 9/11
- HIT BY THE ECONOMIC DOWNTURN
- INCREASED PARENTAL ATTENTION ON CHILD-REARING
- DIGITAL NATIVES



Beloit College Annual Mindset Class of 2021 and 2022 Students in their first and second years of college

- First gen for whom a "phone" = a video game, maps, electronic telegraph, and research library
- Consider themselves "consumers" of college, who've borrowed a lot of \$\$ to be there
- Doubtful they've ever heard the high-pitched whine of a dial-up modem
- Globalization has always been a powerful fact of life and a source of incessant protest
- A movie scene > 2 minutes has always seemed like an eternity
- Bill Clinton has always been Hillary Clinton's aging husband



Experiencing college as a consumer

- The class of 2021 and 2022 has borrowed a lot for college.
- They consider themselves **consumers, not just students.**
- Beyond their studies, college is about **who they are** and to **which group they genuinely belong.**



Key differences between Millennials and Gen Z

- Attention span
- Multi-tasking
- Bargain hunters
- Independent
- Higher expectations
- Entrepreneurial
- Individuality
- Global
- Trust



Short attention span?

- Live in a world of continuous updates
- What's relevant?
- Process info faster than any prior generation



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GEN Z



Better multi-taskers?

- Research, taking notes, etc., all at once
- Able to shift between work and play easily



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Bargain hunters?

- More likely to use coupons and click on more advertisements
- Conscientious of indebtedness



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Millennials



Independent?

- More likely to go straight into the workforce
- Online alternatives can be a less expensive option
- Opportunistic if they recognize a more efficient path to knowledge



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Higher Expectations

- Born into a world of tech – “Hey Alexa, Hi Siri”
- Demand to feel appreciated
- Transparency in process
- If it's not fast, it's wrong
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- Want more independent work environments
- DIY mentality; info is easily found



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Individuality?

- 92% have a digital footprint
- Seek uniqueness through brands they choose



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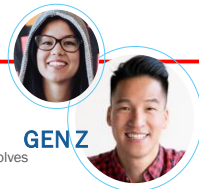
Global?

- Millennials were the first "digital natives"
- As more global users come online, Gen Z evolves
- Diversity is an expectation
- Device addiction: 40% self-identified addicts (25% more vs. Millennials)
- Both groups expect business to play a positive role in society & act ethically



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MILLENNIALS



Who is more Trusting?

- Expect business to do more than seek financial success
- Those that engage in issues generations care about are more likely to gain trust and loyalty
- Growing up during the recession has created strong feelings about unethical business practices



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Meeting expectations and wants of Millennials and Gen Z

- We've established:
 - Who they are
 - Differences
 - What's important to them
- How do we help them make decisions & choices based on who they are?



Companies they choose to engage with

- Patagonia
- Environmental & social responsibility

- Everlane
- Sustainable, transparent, pays fair wages

- TOMS shoes
- 1-for-1 (for every pair bought, one pair donated)



Thank you

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