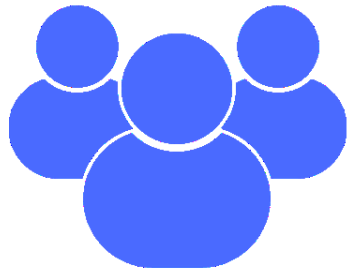


# The initiative involves diverse people working together.



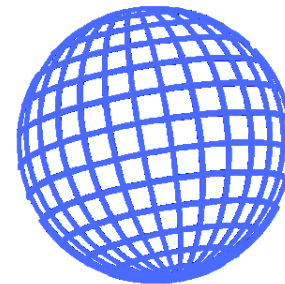
**Academic  
Advisors**



**Chief Behavioral  
Economist**



**Other Corporate Resources  
(e.g., Center, Wholesalers)**



**Partner Network (e.g., Certified  
Behavioral Financial Analysts,  
Platforms)**