

When **Thursday May 7th at 5:00 pm**

Where **715 Café**

Who **Aaron Patzer**

Aaron is the Founder and CEO of www.mint.com, a web-app that offers a free, simple, and secure personal financial service. For six months, Aaron holed up alone in a room for a hundred hours a week to write the code, which fans say it's easier to use and does a better job categorizing expenses and flagging problem spending than competing software. You can easily see how much money you have, how much you owe, and where your money goes. If your finances could use organization without effort, Mint is for you.



Sam Truslow

Sam helps lead the Consumer Experience Design practice at IDEO. He's really interested in helping clients make decisions about directions to go when the information isn't neatly packaged and predictable.



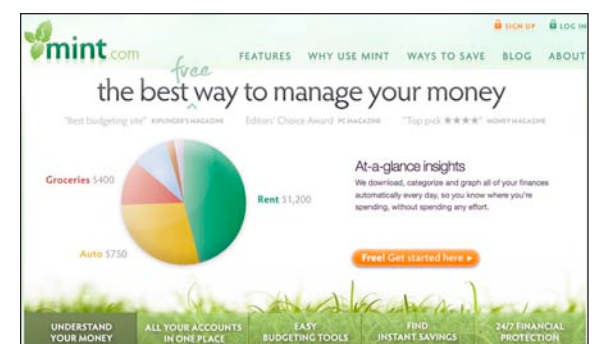
Program

5:00 **Thought Starter**

Sam Truslow will offer a provocation about the design of financial services.

5:15 **Financial Fitness**

Aaron Patzer has just launched a new consumer facing feature called *Financial Fitness*. He will talk about how that was designed and describe the philosophy and approach to financial services, which has inspired the development of www.mint.com.



5:50 **Discussion**

Sam Truslow and Sally Clark will moderate a discussion.

Next Know How Talk will be with Scott Dadich, Creative Director of Wired Magazine, on Thursday May 14th at 5:00 pm