

Financial Habits Everyone Should Know with Snigdha Kumar from Digit

SPEAKERS

Emily Merrell, Snigdha Kumar

Emily Merrell

Welcome to The Sixth Degree Podcast, the podcast where we grill our guests about the things that make them tick and find out how human connection plays a role in their life. I'm your host, Emily Merrell. Hello, and welcome back to The Sixth Degree with Emily Merrell, the podcast where we grill our guests about the things that make them tick, and find out how human connection plays a role in their life. I'm your host, Emily. And today, I am so excited to have Snigdha Kumar, head of product operations at Digit as our guest. Snigdha, welcome to the show.

Snigdha Kumar

Thank you so much Emily for having me here.

Emily Merrell

It's so fun to get to see you again. And to reiterate a lot of the things that we talked about in January. So for a little background on our connection, us, I'm obsessed with this app called Digit. And so much in fact that I actively pursued a friendship with another individual at the company for a long time, because I so believed in the mission of the company, and how important financial literacy and personal savings are. And we'll take more into that. So we ended up hosting a panel on the psychology of savings in early January. And we had the honor of having Snigdha on the panel and learning all about her background, as well as how the app function. So we're so excited to be revisiting this a little bit and educating a broader audience on your background and what you all do. So diving right in Snigdha, before you were working at digit as the head of product operations, you were a student at Harvard, and a research assistant at Harvard, identifying FinTech alternatives to high cost lending for low income population, amongst other financial focused roles. So why is financial wellness so important to you? And how did finance become a passion of yours?

Snigdha Kumar

I mean, it's an interesting story. I grew up in a low middle income household in India, and my dad worked in a government owned bank, and my mom worked in a nationalized insurance bank. So in India, the interesting thing is that the largest banking insurance players are government owned. So they focus a lot on increasing access to financial services for the underserved. So a lot of times I growing up my dinner table conversations with my parents would be all about listening to them debating about the latest government policies and increasing access to loans, or increasing savings for farmers or artisans,

or even small business owners. So I was always like, you know, in my head, I'm attuned to that aspect of finance, that finance does a lot of good, and it helps people achieve their dreams, which otherwise they wouldn't have been able to. So I think it's those conversations with my parents that attracted me to pursue a path of increasing access to financial wellness. And then once I entered into the field professionally, and over a period of time, this attraction developed into an actual obsession, to fix the broken financial system that makes the average individual worse or worse off, I mean, things that really get to me these days is that in the US, you can actually pay a \$35 fee in overdraft for just buying a \$5 cup of coffee, you can still not get your payments instantly in your account, which means sometimes even though you have money to make rent, you lose out on making like actually making the payment because the money to treat your account, as you can imagine, like these inefficiencies disproportionately falls on those who have limited resources and means to live the life and helping these individuals avoid adverse effects and help them build that resilience motivates me to do what I do.

Emily Merrell

Wow, what an upbringing. I could imagine the dinner table was everyone was super opinionated and had their own experience. And did your parents surprise when you went into finance?

Snigdha Kumar

No, in fact, my dad is now surprised that I didn't like actually go into a bank. And I'm more in like the other side of banking, which is like FinTech. They're not surprised. But they wouldn't expect it

Emily Merrell

they were like periodic Goldman Sachs, why are you not an investment banker crushing it every single day? I think it's it's very noble. And it's very, it's, it's incredible to also hear the personal story of it. And you bring up such incredible points to with idea that the overdraft fee of you know, buying a \$5 coffee can lead to a \$35 overdraft fee. And I think we've all done that before. And when you've gotten that overdraft fee, it's like one of the most devastating feelings because you're like, shoot, I thought I was being paid today or you're being paid, but it's being paid at 2pm. And that didn't line up with the coffee that you had. So which it also then means that it seems that more people had been getting credit cards or getting into credit card debt. And I always find that fascinating to you that people who like there's two camps it seems where there's the people who love credit cards and love credit and love points, which I think I'm in that camp because I love points so much. And then there's the friends that would go out to a restaurant and they would pay with their pin they'd pay debit. And I don't think I've used my debit card. I don't think I've used my debit card in at least a year. So it's interesting. What camp Do you think you fall into?

Snigdha Kumar

I use my credit card as a debit card. So it does both, it helps me get a lot of points. But the same time I don't pay interest, because at the end of the month, I pay the whole amount.

Emily Merrell

Yeah, so that's what I was always confused. And then I realized, okay, I can see how you know how this is something that spins out of control and whatnot. But anyhow, that's a whole nother conversation.

Every time I'm with you, Snigdha my brain just becomes alive with questions. But see, keeping on track, you know, you describe yourself as a FinTech professional focused on increasing access to financial services. You know, like we were just talking about improving financial health for the underserved. Can you tell us more about the psychology of generational wealth and typical challenges of breaking the cycles? And specifically in investing, I know myself to be a perfect example. I'm so overwhelmed by it, it seems really daunting. And I truly just thinks digit and I is when I started investing on my own. And can you tell us one, how do we break these generational cycles? And to how do we even get started? And what tools do we use to get doing so?

Snigdha Kumar

Yeah, and you're, you're actually be like, not the only one who feels this way. Investing can be intimidating, right? There's also like a clear lack of resources to help people understand how to invest. If your parents didn't teach you about it. And if you didn't learn it in school, because I don't think any school actually does teach and teach you that right now. Putting your heart exactly right. So putting our hard earned money in an investment account can be extremely difficult to imagine. And it might even feel reckless, for first time investors because you actually you can lose money. The investment, like doesn't always go up, it also goes down. So it might even feel reckless, and people will be like, I'll lose money if I invest. But unfortunately, the hard truth is that the only way to build wealth over time is to invest. And the sure-shot way to get started is to just find ways to build your confidence. So you can start small. And once you start small, you can actually get more confidence and build like a bigger portfolio. So very tactically, what anyone can do is like set aside a fixed dollar amount. So let's say that, that's \$10 or \$20 \$20, every month, put it in an investment goal. Now you can also use some technology to build your confidence. You can use apps, and obviously Digit, we have at Digit, we have an investment product, which I worked on. And we launched, we launched it last December. And the investment product is also kind of exactly trying to solve the challenges that you mentioned, for a lot of first time savers, getting them started by investing small dollar amounts, putting it in in like pre tailored investment portfolios. So you don't have to like worry about which is a good stock for me or which is a bad stock for me, we take care of all of that. So like, so Digit is an example of an app that helps you do that. But there are also tons of other apps out there. Like if you are a female, you can also like try Ellevest because it's catered towards the women in the world. There's also Betterment and Wealthfront, that also helps you get started. So once you get started, like I said like confidence begets more confidence. And you once you start seeing the benefit, you will be confident enough to put more money and break the cycle of feeling scared and worried about investing.

Emily Merrell

It's interesting because I think even bringing up a good point where it feels reckless. And I think that's you nailed the word reckless because it feels to me a lot like gambling, and you see gambling, especially if you go to Vegas, you think of people like going into debt, and it hasn't helped that we've had so many economic crisis is over the last few decades, you know, with 2008 where people would put all of their money into an investment and then they would be completely broke or they would be without money. So I do think starting small is such a great way of doing it and probably also not putting all your eggs in one basket

Snigdha Kumar

like so that's why like I said like you need to use technology and apps in the way that helps you learn that whole diversification of portfolio approach, you cannot put all your money in gmV and a lot of people have done that and that hasn't done that for them so like you cannot do that you need a diversified approach to that different assets that you're actually putting money in and then you should always keep some dollar liquid with you into it for emergencies and things that you don't foresee right now.

Emily Merrell

Yeah, exactly like pandemics and you know, things that we did not put on our on our to do list or on our calendars. I also find it interesting to with investing that you know when I when I think of investing I do think I go back to the like The Wolf of Wall Street imagery of a man and I think of like a stockbroker being male and that it's like women aren't invited to sit there so you brought up a good point with with apps that are more is geared towards women like an Ellevest. And hopefully with time to we'll think of more women who are leading the investments or working as financial planners and not just as like men are the only ones that can do this role.

Snigdha Kumar

Yeah, absolutely. I mean, that's already changing. And I think a Digit, like one of the things, actually percent of our user base is female. I think some products are designed in such a way that like it attracts female, like it was never an intention. But even for an investment product like that, that split kind of translates. So yeah, I mean, it's already happening both on the side of creating of investments, and then the people who are actually doing the investments.

Emily Merrell

Yeah. And I'd be curious to hear if like E*TRADE and Robinhood are more male focused, or male heavy

Snigdha Kumar

no idea.

Emily Merrell

I don't know, we'll have to dig into this a little, a little homework following the podcast. So we talked about this a little bit, you know, just about the credit card. And in America, especially. And I haven't really seen this another culture. So I'm curious in your experience, if you have, but credit is king. You know, for example, when my husband moved here, he literally didn't have to rebuild his credit from Canada, even though he had exceptional Canadian credit. It's like something that you're gonna be a grown man have tons of money in the bank and still not have a value system. And it's really interesting. And you know, a person's credit score here can open up doors to where you live, the sort of loan your preferred, and the type of credit card you can have. So some people don't even have the means to even open a credit card. How is FinTech revolutionising the age old idea for perfect credit, and helping serve those living on the edge financially?

Snigdha Kumar

Yeah, I mean, almost touch upon the first point that you mentioned about like the culture of credit and how credit is king, I also had a cultural shock when I came here, when like, the first thing that's like, taught to you when you're growing up is like, don't take credit until you absolutely needed. And then I came here, and I was like, if you don't have credit, you can't even get a house, you can't even get to rent a place, you just cannot go anywhere, because everywhere you need credit scores. And then when I started working in the space, I realized that credit score in America was built in a pre digital data era. And it hasn't been updated ever since. And so for example, credit score doesn't take into account the cash flow that the individual has. It's also it hasn't been adapted to the complex financial lives of economy workers who have altered income and expense patterns. And interestingly, it doesn't even take into account your rent payment history, which is supposed to be one of the strongest indicator of whether you can make ends meet or not. But it doesn't take into account your rent payment history, unless, of course, you take an extra step of reporting your rent through a service, and everyone is busy, I don't think anyone have time to do that extra step. So it makes it very, very hard for even people with the ability to pay your credit to actually get in the credit system. And the point that you made about about your husband, right, moving from Canada to here, the current credit score system in America, it also keeps a lot of immigrants out of the formal credit system, because they're unable to pull the data from the home country that you rightly mentioned, right. So this leads to a lot of financially healthy individuals staying out of the formal credit space, and which is a big opportunity, even for big banks, but people don't look at them that way. However, as mentioned, fintechs, are actually trying to solve this problem. There are some fintechs, like the active and Onan that are providing faster access to an individual's paycheck. Remember, we spoke about the fact that sometimes the paycheck doesn't reach your reach your account on time, even if you're paid on time. So be active in earning, they actually give you access to your paycheck before before the actual date of you're getting paid. And this particularly helps individuals whose income and expense do not mirror each other. So for example, you get paid on the third, but your rent is due on the first, you actually don't have the money on the first to pay your rent and the paycheck to paycheck living doesn't get you that saving. So in that situation, be active in order and come and help you and just give you access to you're already on wages on the day you actually need to make those payments. Then there are others like chime and lend up who are helping users build their credit by starting out small with a small loan paid back, developing that payment history and then getting into that whole space where you can get bigger loans and better rates. Then there are also other fintechs like betul who don't rely on FIFO score to just give you credit but also use your rent payment history, cash flow, etc into consideration. And then there's a FinTech called Nova credit which maybe you should tell your husband about. It helps immigrants pored over their data from the home country and then get credits your be able to rent a house here and just like live that financial life.

Emily Merrell

Wow, I will definitely be telling him that. I think I was really we had the you know, coming to Jesus moment when we were renting our first apartment together. And the I have much better credit than he did but he had much more money in the bank thanks to being an entrepreneur, Emily. She and so is interesting, the landlord wanted to charge us like double the amount for security deposit, because his credit score was lower. I was like you got to work on your credit because if I'm marrying, you, you know, we're going hand in hand on this stuff. So he had to get one of those credit cards, where you don't even get points for it. I was like one of the, you know, the chase credit cards, I think it's an explorer card, and it doesn't even give you points. And I think it has a minimum or like a credit line of \$1,000 or maybe

\$500. And then when he got to it, he paid it off on time, every month, he was enabled to upgrade that from there. So it's really fascinating, just having been from that perspective. And, you know, we still he's almost caught up to me and his credit and but it is definitely a friendly competition in our family, as well as our Uber scores. But that is a whole different, whole different story. He is Canadian, so you know, I've got a 4.91 he's got a 4.9. So we're very neck and neck right now with with those. And those, those resources that you gave are so great, I think it's incredible to see that the tech industry is actually taking this challenge head on. And hopefully with time, it will actually be something that's changed as a as a society because, as mentioned, it is such an antiquated way of living in like way of doing things and credit cards haven't been around that long. So it's fascinating how much we put our value on credit. So switching gears a little bit and back to back to savings. And you know, back to the idea of, you know, we talked about investments, we talked about credit, what if you actually want to save, like, I feel like saving is something that feels also intimidating, because there's the chicken in the egg situation. I've got credit card bills, but I need to save, or I need to save for house, but I have student loans, like it's very overwhelming with all the things that we have to do when saving for yourself is put as a priority. So what is one piece of advice you have for for an individual who wants to start saving for their future today?

Snigdha Kumar

Yeah, it's very simple. You start small, and you automate, you hide your saving from yourself to get started and you just automated, you'd be surprised at how much you can save. If you're just automating your saving. I like substantiate that with an example. Like digit members have saved over 2 billion just last year, by automating and putting away just a little every day. And we hear a lot of our members say that they're surprised how much they are able to save at the end of the day, and they don't even notice it. So this automating small dollar amounts and like hiding money from yourself, helps you get started on the track. And then once you're on the track, you will be motivated to be on the track.

Emily Merrell

It's so funny, save it from yourself. I have a friend who told me that she when she sees money in her bank account, she can't help it but spend it which I think is a real edge. So a lot of individuals struggle with and so when she gets money, I think she she sends it to her mom. So whenever she has to make a big decision from the so funny, she has to ask her mom, she's like, Mom, I want to invest in coaching her mom, I want to I want to rent a new place that she's a 40 year old woman, then we'll ask her mom. And I'm like that's, that's a good safe keeper right there. That is someone who can definitely tell you no to something without you getting taking it too personally. So but I think I think an easier way to do it is a little step every single day. And I definitely agree with you digit has been a game changer. For someone who felt overwhelmed with savings a few years back, I started, I joined Digit in 2000... I think 2019. And you know, every day it gave my favorite part was it showed me how many how much money I had in my checking account. And if I over overdraft it or if I went below, like a set amount, it will from my savings to make sure it was in that set level who always felt kind of safe and less scared of looking at my checking account, which was definitely something that I was horrified at looking at at some point in my life. So really, really grateful for that really user over here. And it's been cool, because I've saved like 15 \$100 at a time sometimes. And then, you know, my honeymoon came up and I'm like, Oh, you know, I've got 1500 bucks that I just saved for a rainy day fund. It was able to cash out or without really thinking about it. I you know, I have auto pay for my my personal savings, more money transfers every

month. But that was a really cool, just like bonus money that I had to hang out with. Um, so I you know, just adding to this, clearly a digit is changing my life. And it's also changing. It seems to be changing the landscape of savings. What changes and impact Are you seeing the app having in people's lives, I know you touched on \$8 million, or \$2 billion of savings. That's insane.

Snigdha Kumar

That was that was just last year. But since you launched in 2015, I think is over 4 billion. But while I before I get into the actual numbers, I think when when I was at Harvard, I did a bunch of research on behaviors around savings. And one of the things that was fascinating and found out was that saving had a lot of value judgments associated with it. People who saved were considered virtuous. And people who weren't able to save somehow saw themselves as like bad people who for not being able to save and most savings solution out there. put emphasis on behavior change and discipline for savings, and that it works for many it doesn't work. for everyone. And that's the landscape that digit wanted to change, we understand that sometimes it is hard for an individual to save. Life happens, right? Like, everything cannot always work according to plan. So instead of expecting a behavior change and making people judge themselves, we just do the work for them. We're like you want to say, don't worry about it, we'll do the work for you, we'll say for you in the background. And every time that you open the app, you will be delighted to see savings that happened effortlessly, that you didn't even realize that we were saving for you. And it was happening every day. And as I mentioned earlier, many of our members actually reach out and say that, hey, like we helped them save them, they never thought they could save, or that Digit always has their back, they can open their app and all the signs of money that they can use, again, emergencies or other life forms. And these are not just qualitative feedback, we can also back it up by numbers. So as I was mentioning earlier, like not only have you seen Google in the last year, but like since we have launched, we have overall support for you and for all our users, and the average Digit members saves 20 \$500 annually. And the interesting part is that most of our customers are low to middle income, roughly 40% of our member base makes less than \$30,000 annually, and members who come in at the lowest linkers see the largest improvements by Digit, the average member making less than 12,000 per year nearly doubles the liquid saving in the first year of using Digit. And while you can see like this is a huge impact on those who are most vulnerable. Our impact is not just for them, but for everyone who uses Digit we see financial health improvements across all Digit's members. Today across all our entire ways. 77% of member have \$400 in total saving and 60% have \$1,000 in saving, this is a this is the level that is out of reach for 70% of Americans. So if you use Digit, you will get better at savings and in like way better than the average benchmarks of American adults. How much they can save in a year.

Emily Merrell

Wow, that's incredible. I love this stats. And I love the fact that you said how much money they have in savings, because what is the average American person doesn't even have \$500 in savings?

Snigdha Kumar

Actually, yeah, like it's six out of 10 people don't have more than \$500 in liquid savings.

Emily Merrell

And again, to reference the pandemic, I feel like the pandemic was such a wake up call for people who are looking for to paycheck or gig economy that things could go awry, you know, they wouldn't be able to pick up that next paycheck next month. So what an incredible way to create a micro safety net for yourself, and hopefully a bigger safety net. And I love the stats of how people have like made those, those little micro habits have made such a big impact in people's lives.

Snigdha Kumar

Most of these users when they come to Digit, they have never been able to save liquid like like have liquid savings, they might have put money on a 401k. But like when they're able to see that they have that much money saved up. It's like an aha moment for them. like wow, like I didn't do anything. And I've read so much.

Emily Merrell

It's true. I mean, I think savings are when you don't have them, you hate the idea of them. And then when you have them you're like how did I ever not want savings. This is incredible. You feel empowered, you feel stronger, you can make more educated decisions, I love the fact that you're changing lives like that. And so I mentioned earlier, you guys also introduced your investment arm of Digit, which, that for me, that was a game changer because I'm a scaredy cat and investing and I always like talk to my husband about it. He has no qualms just like buying Bitcoin and selling Bitcoin. I'm like, I don't even know where you do this. I truly don't feel empowered in that way. And now I've become that person who's obsessed at checking my investments. And I've made fun of these people my whole entire life. And here I am like, Oh, did I make any money in the stock market today? So can you tell us a little bit more about this new investment arm? And are there any new opportunities or things that are coming up at Digit?

Snigdha Kumar

Yeah, so we launched investing products last December, and it's been doing great. And we've like already invested like, multiple millions of dollars for users. And I think one of the things that's really good for you is that when you invest for long term, do not check your portfolio. Let it just be for some time.

Emily Merrell

How long should I not check it just give me a benchmark.

Snigdha Kumar

Not every day is my benchmark, just don't do it every day. Otherwise, you'll go crazy with like all the market movement because you're investing for the long run. You're not a day trader who's trying to make money at the end of the day. That's my that's my little advice for you. But in terms of other products that that like Digit is launching, Digit always looking to, like make financial health effortless for all our users. And we've got some really exciting things in the pipeline to do that. I am working on it and I'm so excited. But unfortunately I can't talk about it just yet. But be on the lookout for more soon. And if you follow us on Instagram @hellodigit, you will definitely see when like that announcement is made but I'm so excited with what we are working on right now. I think it's something that we Take the world by storm.

Emily Merrell

Oh God, I feel like you're like a celebrity who's telling me that you're in a secret relationship with someone, but you can't tell us. So that's how excited I am so Snigdha that thank you so much this was I truly would want to go to school and have you read my professor and learn everything from you every single day? How can we learn more about digit besides following you on Instagram? What's the best way to encourage people to sign up? And should they follow you on Instagram or any other places to follow and continue learning

Snigdha Kumar

I mean, if you're interested in trying out Digit, obviously like, you know, go to go to App Store, Google Play, download the app, play around with it. We also have a website digit.co not com digit.co You can also check out check out for likely this products that we're launching in their Instagram, LinkedIn, all these places, they are very, very active, even Twitter, you can reach us on on our Twitter handle. That's all the places that you can get information on. And then obviously, Emily can also help us share information when we do have the new product features launching. So yeah

Emily Merrell

yeah, I definitely will. You'll see that on my page as well. snigdha we'd love to switch gears over here and go into some more personal fun things. And you know, we're Six Degrees Society so we like to do six fast questions. So my first question for you is tell us an unknown Fun fact. Even you've given us so many amazing facts, but another one.

Snigdha Kumar

Interestingly, I actually do not have a surname.

Emily Merrell

Oh,

Snigdha Kumar

officially, I'm just Snigdha on my passport,

Emily Merrell

what?

Snigdha Kumar

and yeah, I'm just Snigdha

Emily Merrell

I hope your Instagram is just Snigdha. Like, that's literally what I would do my handle, just Snigdha

Snigdha Kumar

would it I should have thought about that. No, it's not just Snigdha is just Snigdha.Kumar17. But Kumar is my dad's surname. It's not my surname. It's just Snigdha

Emily Merrell

That's crazy. So growing up there like Snigdha. And they couldn't say like Miss Kumar, you're late today or anything like that. They were just like, Snigdha. That's crazy. You're like Beyonce. You're just one name. But she has a last name.

Snigdha Kumar

Yeah, kind of.

Emily Merrell

Oh, I love that. That's a great. I'm sure that's very confusing for passport control every time like,

Snigdha Kumar

Oh, yeah.

Emily Merrell

What's your last name? I don't have one. Yes, you do? No, I don't. So that's amazing

Snigdha Kumar

The price I'm paying for my parents being super liberal. They believe I should have a surname that that's attached to my dad's name, or that's attached to an aura cast or a cream. So I'm just Snigdha

Emily Merrell

Wow. And when you get you're married, did you?

Snigdha Kumar

I did not. I, I bought that theory that I should just be Snigdha. I should just be done by my first name.

Emily Merrell

Anyone you have kids? Are you going to name them just there? Are you going to continue this tradition? Do you think?

Snigdha Kumar

It's too far in the future so I haven't thought about that.

Emily Merrell

Okay, well, we'll do a follow up to figure out if this is the case or not. So who would be you know, I love the idea of dream connections and saying things out to the universe to who would be a dream person you'd want to be connected with.

Snigdha Kumar

So I've always admired Indra Nooyi. She was the CEO of PepsiCo for about 10 years, I think probably longer than that. And then similar background as mine, brought up, came here for school, started in PepsiCo, and then she was like the CEO of one of the most powerful companies in the world. So I have

always admired her life journey and also the fact that she's been able to do both work and life and balance it quite well. So yeah,

Emily Merrell

say her name name again. So we can

Snigdha Kumar

Indra Nooyi

Emily Merrell

Indra Nooyi. Okay, I had to check her out. And she sounds very impressive. So during this pandemic, we've, I think most of America has probably consumed like a gajillion hours of Netflix, prime, HBO, whatever, whatever you're watching, I paid more money for streaming services than I think I've ever paid for cable. So what show Are you currently watching?

Snigdha Kumar

I am watching Prodigal Son on HBO. It's just like, fast food kind of kind of a show, but I really enjoy watching it after work.

Emily Merrell

Oh, okay. Prodigal Son. I haven't heard of that. I've seen it advertised. But I wasn't sure if it was worth. So thank you. I needed a new one. Just so you know, I started watching something two nights ago. And I'm excited about it. So I'm going to share it as well. It's called The One and it's on Netflix.

Snigdha Kumar

Oh, I've seen the advertisements for that.

Emily Merrell

Yes. Basically, there's like they match people based on your DNA that there's one match that you have in the world that's perfect for you. It's destroying marriages left and right. So really, really good. thriller. What book are you reading? If you're reading any books right now?

Snigdha Kumar

I am. It's called The Hard Thing About Hard Things so just reading that, trying to understand how startups can work and feel and how you can learn from that.

Emily Merrell

Oh, it's about startups.

Snigdha Kumar

Yeah, kind of, about a lot of things but yes, about startups too.

Emily Merrell

Cool. Okay, The Hard Thing About Hard Things. And what is your favorite emoji that you use when texting people?

Snigdha Kumar

have a very sucky smile emoji and be like it goes with like, almost everything. Whether you're embarrassed or whether you're happy or whether you're just like pissed and don't want to like come across variable.

Emily Merrell

Hi, can you send me the thing that was due two days ago? Smile. Perfect. It's a perfect way to ease the transition. And then the last question I have for you is Who gave you permission to do the thing you wanted to do

Snigdha Kumar

Permission is not really the right word given, given, like, you know, the whole feminism and the fact that we are owners or because of our own own destiny. But I would say inspiration, right, so I think what I'm doing right now has a ton to do with my background and some to do with my parents and how they kind of worked when they were they were like working in in their time. So I would say like, not promotion, but inspiration was from my parents.

Emily Merrell

I love that and they must be very proud of you to see a girl named Snigdha changing the world financial. Just Snigdha in FinTech. I love it. I love it. Well, Snigdha, thank you so much for joining us today on The Sixth Degree. It was so much fun. I learned something every single time I talked to you. And for our listeners make sure to follow Digit learn more about the app, you know, follow just Snigdha not on Instagram yet but coming to Instagram soon, I'm sure. And we'll catch you the next time on The Sixth Degree.

Snigdha Kumar

Thank you Emily. It was really fun being here.