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# Request for Proposals - Financial Products Innovation Fund

The [US Household Finance Initiative \(USHFI\)](#) at Innovations for Poverty Action (IPA) is pleased to announce a Request for Proposals for financial institutions to collaborate with IPA as part of its Financial Products Innovation Fund. USHFI is seeking to collaborate with financial institutions on the development and beta testing of new financial products and product features that apply insights from behavioral economics to help low-income households achieve financial resiliency. Awardees will work closely with USHFI and behavioral economists Drs. Dean Karlan and Jonathan Zinman to design and test product prototypes. We invite proposals from any and all segments of retail and wholesale financial service provision, either nonprofit or for-profit. The Financial Products Innovation Fund is generously supported by a grant from the Ford Foundation.

Proposals should be emailed to Rebecca Rouse ([rrouse@poverty-action.org](mailto:rrouse@poverty-action.org)) by 5:00pm EST on October 31, 2011. Please see the full Request for Proposals [[HERE](#)] and application form [[HERE](#)] for details.

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