

POV Paper Concept: Cash App Green

Overview

126 million working Americans earn differently – *and bank differently*

- **The nature of work has changed, and income is fragmented and variable for 126 million Americans¹:** these workers now receive unpredictable income from combinations of different sources (hourly shifts, gig work, tips, creator payouts) and get paid in multiple ways (via P2P, bank transfers, paper money and more).
- **Nearly 29% of all US earners (52m workers), and nearly 40% of Cash App customers, do not receive income via direct deposit².** They turn to Cash App for our ability to receive income in many different forms, including P2P payments, bank transfers, direct deposit, paper money, linked payroll cards, and gig platforms payments.
- **And nearly two out of three Cash App customers define their “primary bank” by day-to-day spend³.**
- **But some traditional banks can still gate high-value benefits** behind steady paychecks, large balances, and credit scores – barriers that exclude millions of workers with fragmented and variable income.

Cash App Green solves that problem

- **These customers need a new model that** provides access to high-value banking** benefits based on how their money moves today, not on wealth or predictable direct deposit.
 - Cash App Green is the first national-scale program from a major consumer fintech⁵ to make **everyday spending a path to unlocking access to a core suite of banking** benefits** – Free Overdraft Coverage, Borrow, fee-free in-network ATMs, custom weekly cash back offers, priority support, and more – with no monthly fees, minimum balances or credit checks required.*
 - **Green is a behavior-based, modern way to qualify for better banking**** based on how people actually live and spend—not by how much money they keep in their account.
 - **Customers can unlock benefits through two simple paths:** \$500 in monthly spend or \$300 in monthly paycheck deposit. This behavior-based model reflects the new reality of those that have fragmented or variable income and turns everyday effort into tangible financial progress.
 - Because this behavior already exists at scale, access to **Green benefits turn on immediately for 8M+ existing customers** who already spend \$500+ or direct deposit \$300.
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Why now: the new economy means new ways to earn

- Income today is variable, and **comes from multiple sources**: hourly shifts, gig work, tips, creator payouts, even hobbies.
- In this world, **when and how money arrives is as important as how much**: budgets are tight, and one day's earnings are often the next day's working capital. That's why customers prioritize liquidity, low and transparent fees, and simple movement across multiple rails.
- **Cash App Green builds this reality into the product**: eligibility that reflects real behavior, protections when you need them, and value that compounds with use.

How Cash App Green works (and why it matters)

Behavior-based eligibility that mirrors real life

- **Two parallel, attainable paths** (\$500 monthly spend or \$300 in paycheck deposits) ensure customers qualify by doing what they already do: buying groceries, paying bills, shopping for everyday essentials, and receiving income through direct deposit or gig platforms payments.
- **Progress can be tracked in-app**, replacing guesswork with clear milestones and outcomes. This alignment with lived behavior is what makes Cash App Green a qualification standard that's realistic to meet.

Safety nets for emergencies

- **Borrow and free overdraft coverage** are engineered safety nets, not "nice-to-haves." They provide fast, fair buffers when they're needed most, and because access is tied to Cash App Green's behavior-based paths, **relief scales with healthy habits**. The result: **unpredictable pay gaps are smoothed**, while **financial resilience grows over time**. (Borrow is available in 48 US states + D.C. ⁴)

Practical, recurring value

- Cash App Green* concentrates value where it matters most: **fee relief** (e.g., free in-network ATM access), **priority customer support** when needed, **custom weekly cash back offers** to help customers save and a **path to free overdraft coverage and higher Borrow limits** as responsible usage builds. Rewards remain practical, supporting weekly life rather than gamifying it.

Status with meaning

- **"Green" reframes status from wealth to action**. It provides an opportunity for the 100M+ Americans whose financial lives don't fit legacy bank molds, making progress visible, and repeatable, rather than conditional and opaque.
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The takeaway

- **Cash App Green meets people where they are, and rewards what they already do.** By tying benefits to everyday action, making progress visible, and delivering practical value that strengthens over time, Cash App Green makes Cash App's banking** benefits available to those who need it – even if they don't have direct deposit.
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References

1. Sum of 126 million Americans defined as the net (non-overlapping) count of Independent Earners, Hourly workers (both full-time and part-time), and Teen earners. "Independent Earners" defined as individuals who generate income through self-directed work, whether through gig platforms, professional services, influencer/content creators, business ownership, or informal service-based work. They operate with autonomy, typically earning through multiple jobs or income streams rather than traditional employment with a single employer. "Hourly" can be any of full-time, part-time, and independent earners who self-identified as being paid an hourly wage. "Teens" are those aged 13-17.

Source: Teens and Gen Z: Brand Health Tracker, March 2025 (US Gen Pop (Age 13-65) and financial services user in the past 12 months); Hourly and IEs: Earners Sizing Study, November 2024 (US Gen Pop (Age 18-64) and must have received income in the past 12 months (any type of work, government benefits, one-time payments, etc.)

2. Source: Factworks / Cash App Earner Sizing Study, Sept 2024, nationally representative sample of the general US population (n=4,148), and Cash App internal data sample (n=3,562)

3. Source: Curinos U.S. Shopper Survey 2024 (General Population N = 11,294 ; FinTech Primary N = 4,747; Cash App Primary N = 1,177 ; Cash App Non-Primary N = 5,704) | Q: "How do you define your primary checking account? Select all that apply"

4. Source: Borrow website footnote ([link](#))

5. Source: Comparison of publicly available data from comparable fintech companies — Chime+, SoFi+, and OneCash Plus — as of November 2025.

***Cash App Green benefits:** Customers can qualify for Cash App Green by spending \$500 in Qualifying Purchases using your Cash App Card or Cash App Pay per month, or by depositing \$300 of Qualifying Deposits per month. Eligibility restrictions apply to some benefits. See [Terms and Conditions](#) for more information.

Higher limits for borrowing cash: Unlock Borrow limits up to \$400 for first time borrowers and get limit increase of up to \$300. Borrow limit increase for spending may be lower than limit increase for depositing. Borrow eligibility and base limits are based on several factors and are not guaranteed, and limit increases are subject to change. Borrow is not available in Colorado or Iowa. Borrow loans serviced by Square Financial Services, Inc. issued by First Electronic Bank or Square Financial Services, Inc.

Free overdraft coverage: No fee overdraft coverage of up to \$200 for Cash App Card transactions is available when you deposit at least \$300 monthly into Cash App. Eligibility requirements apply, see [terms](#) for details.

Free in-network ATM withdrawals: Cash App reimburses ATM fees for all in-network withdrawals when you deposit at least \$300 monthly of Qualifying Deposits into Cash App, or spend \$500 or more in Qualifying Purchases using your Cash App Card or Cash App Pay in a calendar month. Service fees may apply. See [terms](#) for more details.

Sponsored Accounts are not eligible for no fee overdraft coverage and Borrow. Additional eligibility restrictions apply for each benefit.

**Cash App is a financial services platform, not a bank. Banking services provided by Cash App's bank partner(s). See cash.app for more details.