

Money Mavericks

Team Supernova

Vision *

Complete this slide last, replace this text with a summary of the impact you want to create and how you're going to do this.

Problem Statement *

For the average young person, financial literacy is often attained by way of learning from simple but at times detrimental mistakes made due to lack of knowledge. However what if there was a way to learn financial literacy in a fun and engaging way without the trial and error process?

Customer *

Our target demographic are young adults with low financial literacy. Our customer needs an easy to understand and access solution for financial concepts.

Our customer does not want simple advice or “get rich quick schemes” but wants to learn practical financial skills in a safe environment to allow for their money to grow.

Solution *

- ❑ Using gaming to teach financial literacy rather than using longwinded lectures and wordy articles, we would instead use less intellectually intensive scenarios and gaming challenges.
- ❑ This would promote an easier learning experience
- ❑ Aims to give a totalistic educational experience, touching on several topics related to financial literacy

Collaboration *

Our key partners are:

- ❑ UNDP - United Nations Development Programme
- ❑ SDGC - Sustainable Development Goals

Our key suppliers are:

- ❑ MOEYI - Minister of Education, Youth & Information
- ❑ Virtual Reality Jamaica
- ❑ BOJ - Bank of Jamaica
- ❑ Access to development tools, researchers, monetary management

Passion (empathy) *

For many years, young adults see their parents and grandparents struggle with bad financial decisions made in their youth. The youths want to make a change but don't know how to. They understand that the get-rich-quick-schemes do not work. They want to learn money management in a practical, safe and easy way. This will ease their worries about their financial future once they gain the confidence, experience and knowledge.

Proof of Concept *

This is a mock-up of our design concept.

JOB STRIKES

NEED CASH?

BALANCE

\$694

A friend of a friend needs a place to stay.
He's offered you \$200 to camp out in your
living room.

WHAT DO YOU WANT TO DO?

SAY YES SAY NO

DAY 22

SPENT

DONATE ABOUT MADE BY MCKINNEY PRIVACY CONTACT US SOURCES I CAN'T DO THIS

SDG Goals Aligned To *

