



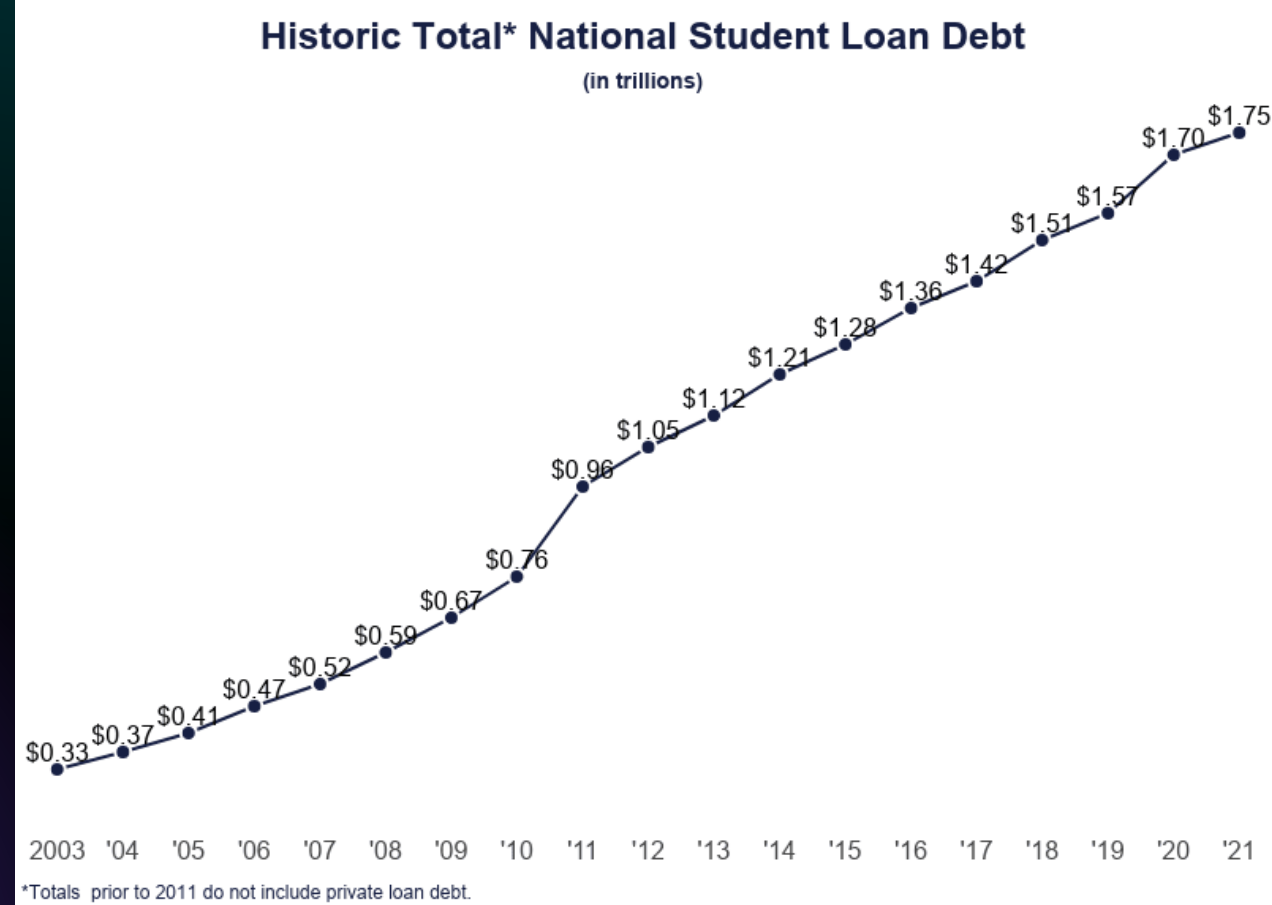
Adult·ing

Financial
Literacy

FOR COLLEGE STUDENTS, BY COLLEGE STUDENTS

Problem We Identified

- Incoming College students and young adults face a problem of lacking financial literacy.
- Specifically, the pain points are loans, credit, and retirement.
- Example: Meet Taylor, a college graduate who racked up \$70,000 dollars in loans by the end of her undergrad. She is now unable to pay off her loans.
- According to a 2015 PISA study, 22% of teens lacked *basic* financial skills.
- A Greenlight study in 2019 found that 75% of young adults didn't feel confident in their financial education.
- **Finances are not just a temporary topic, they can grow with you or damage you.**





Jaren Provost
*Chief Executive
Officer*

Senior CS Major
and Software
Engineering, 4 years
development
experience.



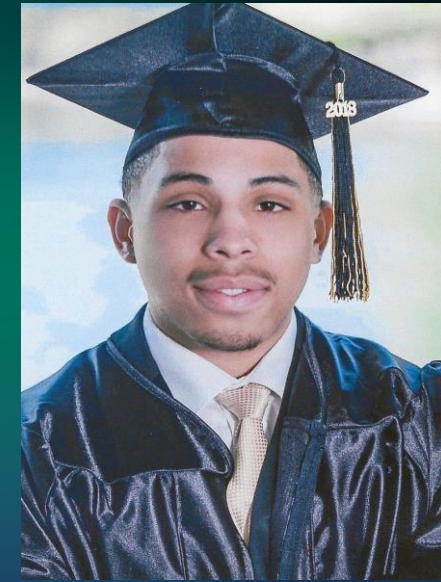
Hannah Long
*Chief Operations
Officer*

Senior studying
ENT, with 4 years of
sales, finance, and
small business
development
experience.



Lloyd Rowe
*Chief Technology
Officer*

Senior CS Major,
Full Stack
Developer, 4 years
of Management
experience.



Cameron Slash
*Chief Development
Officer*

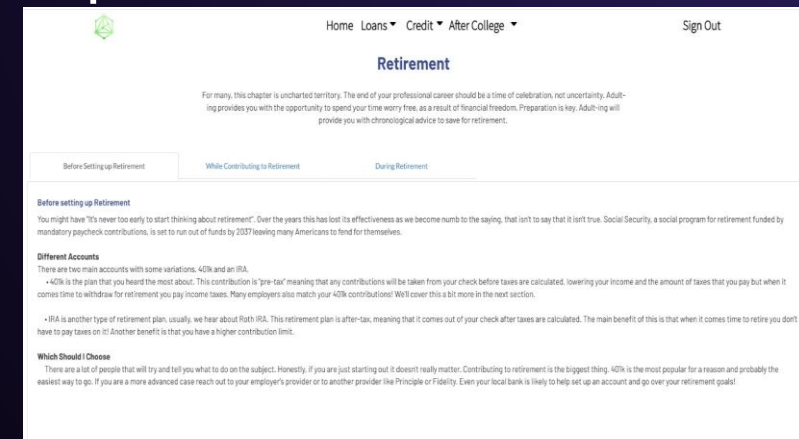
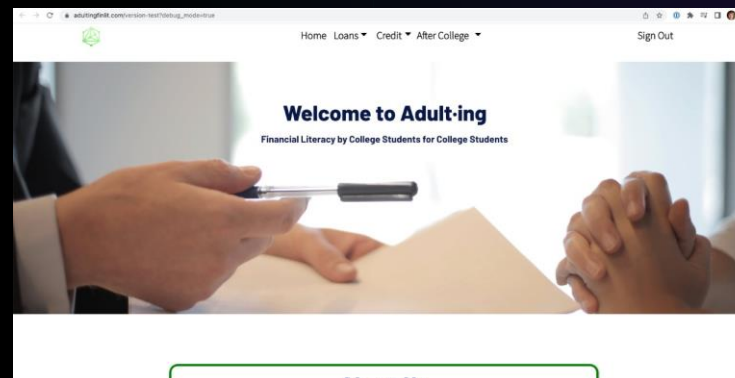
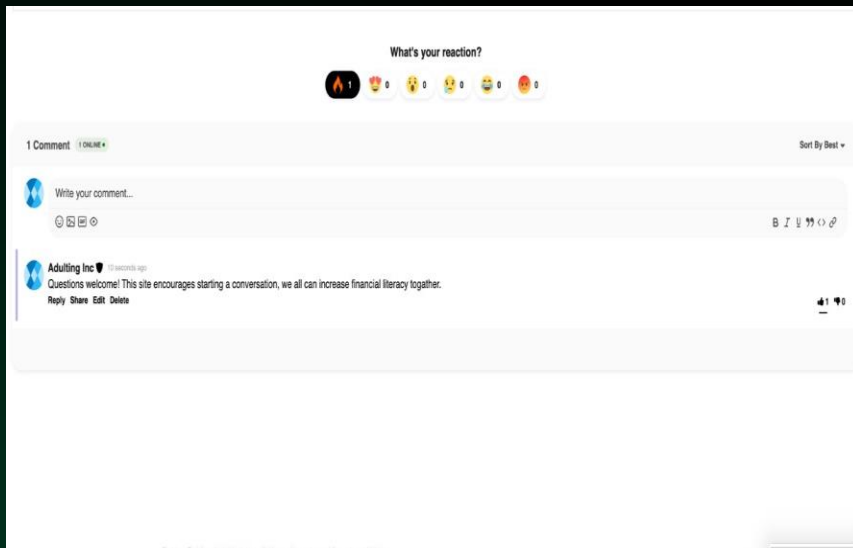
Senior CS Major,
Software Engineer, 3
years of Software
Development
Experience.

The Team

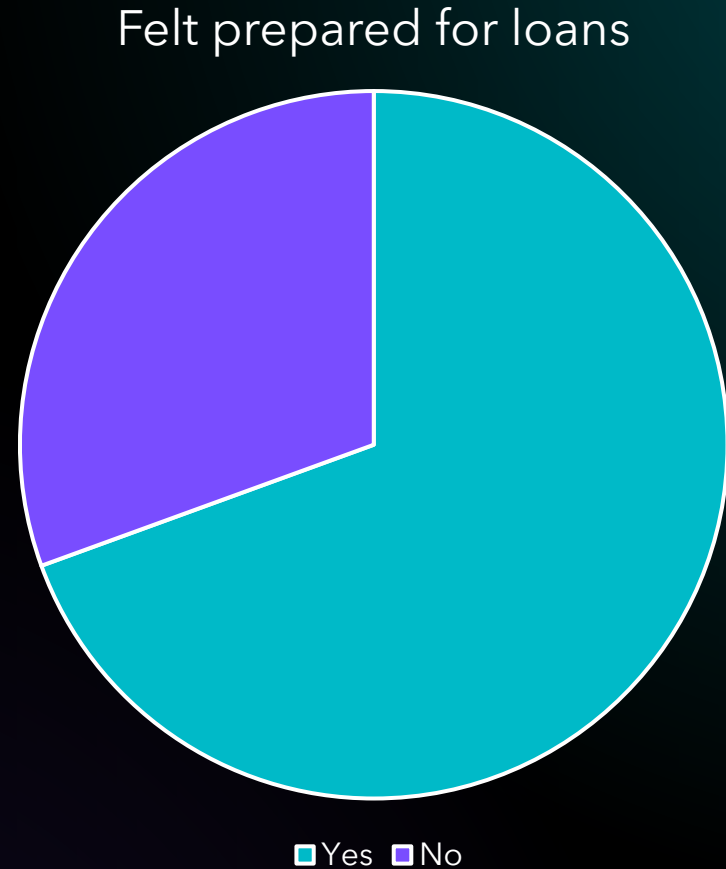
Solution

OUR SOLUTION IS A WEBSITE THAT PROVIDES CHRONOLOGICAL FINANCIAL INFORMATION, WHILE ALSO OFFERING A SECTION FOR USER COMMENTS TO ASK SPECIFIC QUESTIONS, CONVERSE.

- Page about all loans to reduce massive amounts of loan debt
- Page about credit and credit cards to educate users
- Page about retirement to help users prepare for their future
- Comment section to let users ask additional questions



Market and Validation



Survey: Adult.Ing, March 2022

- We have had 60 interviews, 45 of which who claimed they would become repeat users on Adult.Ing.
 - Assuming these young adults are applying for loans, looking to move forward in their financial journey
- Bulk of market, young adults (16-25) but information is meant to grow with users

Competition

	Adult-ing	Bankrate	NerdWallet	CreditKarma
Focused Towards Students	✓	✓		
Compares loans	✓	✓	✓	✓
Easy to understand	✓			
Steps for before, during and after	✓		✓	✓
Forum to ask questions	✓	✓		

Business Model

- B2B
 - Selling to student life and financial aid offices
- Partner with:
 - millennial podcasts
 - Tiktok bloggers, influencer
- Channels
 - Instagram, Tiktok

Building on similar precedents:

- Goal Setters
 - Lost 1 million dollars, 2001
 - Sold to mass mutual catalyst funds for 15 million dollars
- Short Lister
 - Many companies sold rights to short lister, for advertisement purposes
 - Drives metrics up

Sales and Marketing

Marketing strategy:

- Bloggers, influencers
- Platforms for the young adult demographic, then LinkedIn
- Google Ads- potential**
- Partnering with local Financial institutions

**SALES FUNNEL-
Contingent on
funding*****

Stage/Phase of Funnel
4 weeks

Snapchat
sample (example)
Funding- 5\$ a day
We would request 500\$

TikTok
\$50/day mission,
\$20/day advertisement

Stage/Phase of Funnel
2 weeks

LinkedIN- TBD, such
thing as an "ad auction"

Stage/Phase of Funnel
2 weeks

Snapchat
sample (example)
Funding- 5\$ a day
We would request 500\$

Milestones

Feb-March	March-April	April	May and moving forward
<ul style="list-style-type: none">• Identify problem• Validation interviews• Find the how<ul style="list-style-type: none">• solutions	<ul style="list-style-type: none">• Start building beta testing• Interview 12 Pilot users• Establish type of company- LLC	<ul style="list-style-type: none">• Finish the beta testing• Final presentations• Final evaluations	<ul style="list-style-type: none">• Establish ownership• Move forward with formal launch• Research outside of midwest
	Our pivot or persevere moments	Visit the idea of investors Began funds requests	Requesting \$10,000

Ask and Use of Funds

We are asking for 10,000\$. We would like to utilize portion these funds to compensate a financial professional to endorse our service.

The remainder of the funds would be allocated towards marketing methods stated in previous slides and aesthetically, taking our site to the next level.