



Adult·ing

Financial
Literacy

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Team

Hannah Long, Jaren Provost, Cameron Slash and Lloyd Rowe are a group of college seniors working to make financial literacy easily accessible and understandable. Financial literacy for college students by college students.

Problem

Finance is often a taboo subject that is hard to approach and is taught as something you don't talk about. Many high schools do not offer programs explaining about loans, credit cards and other financial topics leaving young adults to figure this information themselves. Those from underprivileged families often don't have the option of talking to their parents about how to apply for loans or build credit as it is a first in the family.

Solution

Adult-ing is a website where young adults can learn about financial information in an easy-to-understand format and ask questions. This gives these young adults an advantage when applying for loans, building credit, and as well as starts the conversation into financial literacy. We grow with you and your finances.

Market Size - According to Statista, there are 19.6 million college students in the United States.

Competition

NerdWallet, MoneyEdu and Credit Karma are two of the larger competitors we face, while these competitors provide financial information they can sometimes be challenging to understand and don't offer a place for college students to communicate and share information with each other.

Business Model - Ad-Based revenue

Marketing and Sales

Marketing wise, we wanted to utilize social media platforms to target those key demographics, such as incoming college students and current college students.

Progress to Date

We have validated that there is a lack of financial literacy in our youth, and that there is a great need to educate young adults with information. We have taken polls, surveys, and user trials to verify.

Future Milestones

We took feedback that we received from users during the experiment and improved based on their suggestions. We hope to offer new features and continue to validate that this is a constant issue in society. Lastly, we hope to validate users outside of the Midwest, as the cost of living and finances is different in coastal and other areas.