

*Design Sprint 3*



# **FINLIT 101**

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*Financial Literacy from K-12*

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**Excelsior. Find a silver lining.  
Take all the negativity in life and  
use it as fuel.**

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*Model-User*

**Kelee**

**“Turn your negativity into fuel.”**

@excelnyc



Grew up with a single dad in Brooklyn



Has seen family evictions

Lives in a low-income neighborhood





As a photographer and aspiring filmmaker most of her money from her part-time jobs go towards educating herself and growing in her field.

When she graduated from high school she decided that going to college wasn't the right path for her.



Many kids may be in similar situations as Kelee...



**We wondered how we might provide resources that create a sense of security, and minimize the fear factor of taking risks and veering away from a traditional career path.**

*Model-User*

**Kelee**

Excelsior. A movie buff for most of her life, Kelee stumbled across a quote in a movie when she was 12 years old and made it her life's motto, something she actively works towards, she formed her brand around it, creating art and living to "Xcel".

Excelsior.

Turn your negativity into fuel. Kelee grew up with a single dad who raised her in a one bedroom apartment in Brooklyn. He tried his hardest to raise her to be careful with money, to budget and save, but like many people her age the lessons did not stick.

Kelee lives in a low income neighborhood, she's seen members of her family evicted, turn to government benefits, she knows what it's like to not have money, yet she remains determined to pursue her passions to the fullest extent.

*Model-User*

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## **What's your money story?**

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During the interview Kelee admitted that she wasn't the best with money, as a photographer and aspiring filmmaker most of her money from her part-time jobs go towards educating herself and growing in her field.

When she graduated from high school she decided that going to college wasn't the right path for her. She decided to self-teach, quitting a job that gave her a stable income to devote more of her time to her craft.

Many kids may be in similar situations as Kelee, however not everyone may have the same resources, but more importantly, the confidence of taking the same leap of faith as her.

**We wondered how we might provide resources that create a sense of security, and minimize the fear factor of taking risks and veering away from a traditional career path.**



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# The Answer

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Fun Finance Education Program  
Year long curriculum packet for teachers to educate  
students on basic business and finance.



**FINLIT 101**

## The App

Textbook alternative course-companion guide for students where they can update “stocks” and see course updates.

## The Curriculum

[Click here](#)

**Financial Literacy:  
Investing and  
Finance**

**Class Name**

**Grade Level**

## Stock Tracker

World Markets

Japan NIKKEI 225

**-2.84%** 19,619.35  
-558.00

Hong Kong HANG SENG

**+1.08%** 23,868.66  
+257.61

London FTSE 100

**+1.66%** 5,849.42  
+97.23

Germany DAX

**+2.51%** 10,729.46  
+269.25

Updated: 12:30pm F

- **S&P 500 (^GSPC)**: +39.13 points (+1.38%) to 2,881.87
- **Dow (^DJI)**: +298.21 points (+1.26%) to 24,047.97
- **Nasdaq (^IXIC)**: +135.61 points (+1.57%) to 8,847.84
- **Crude (CL=F)**: +\$3.49 (+17.12%) to \$23.88 a barrel
- **Gold (GC=F)**: -\$11.50 (-0.67%) to \$1,701.80 per ounce
- **10-year Treasury (^TNX)**: +2.8 bps to yield 0.665%

## Question of the day:

Where was the first stock exchange in the world?