

PURPOSE

What is the biggest purpose behind your idea?
(a highly aspirational tagline that tries to solve a global challenge)

Creating an ambitious Financially
literate generation.

SOCIAL
IMPACT

What positive impact does
your idea have on society?

- Having observed the status of
Financial Literacy education in
my community the idea of
creating a platform to tackle
this issue sparked in me. The
impact it will have is creating a
society with enough financial
knowledge creating a poverty-
free society or at least prevent
most of the issue

ENVIRONMENTAL
IMPACT

What positive impact does
your idea have on the
environment?

PEOPLE

Who will benefit
from your idea?

MOONSHOT

Describe your idea in 3 sentences!

Offer a gamified courseware to teach
financial literacy to children and
teenagers. Help closing the gender gap
concerning financial education. Offer
extra sources of income to achieve the
"No Poverty" SDG.

BREAKTHROUGH TECHNOLOGY

Which technologies help you realize your idea?

Web Development - Database system -
Data Science and Offline Setting

FINANCIAL
IMPACT

How do you make sure your
idea is financially sustainable?

We plan to use crowdfunding at first just to build the online platform combine
with personal savings. As for the next steps, we observe that we can create 2
versions of plans within the platform: a free plan and paid one (which will be in
minumum charge targeting high income areas.) Hiring staff will be on
volunteering basis at first then we proceed to the seed funding stage as a rising
start-up to be able to hit the ground and secure the necessary funds to expand
and offer offline versions within school and community centers as well and
accommodate different settings (all of which is subject to ability to pay for the
services and courses similar to "edx education".) Multiple income streams
include: subscriptions to courseware, individual pay to watch classes,
donations, purchases within the financial literacy game to upgrade character's
clothes, borrow money, buy goods, etc (part of the gamified experience, a
seperate section of the platform)