Teach Me Money Analysis

Tyler McDonough

Roadmap

1. New Name
2. What's Working
3. Content
4. Delivery
5. My Perspective
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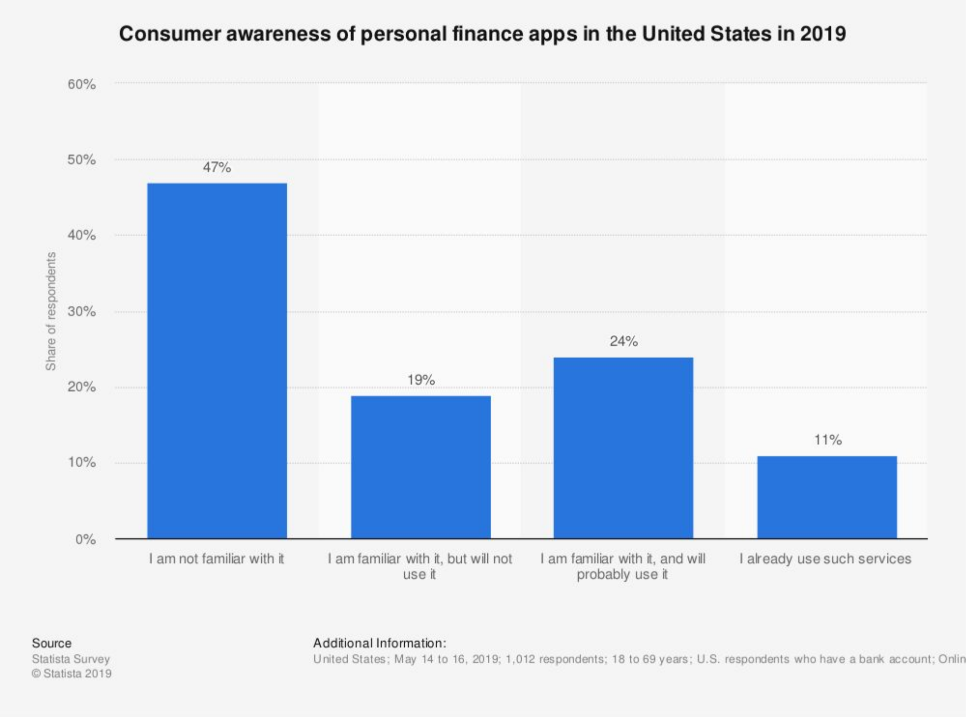
New Name Ideas

- The Founding Finances
- Financial Foundations
- Financial Educator
- Personal Finance Guide
- What You Should Have Learned in School: A Personal Finance Course
- Master Your Finances
- Smart Money

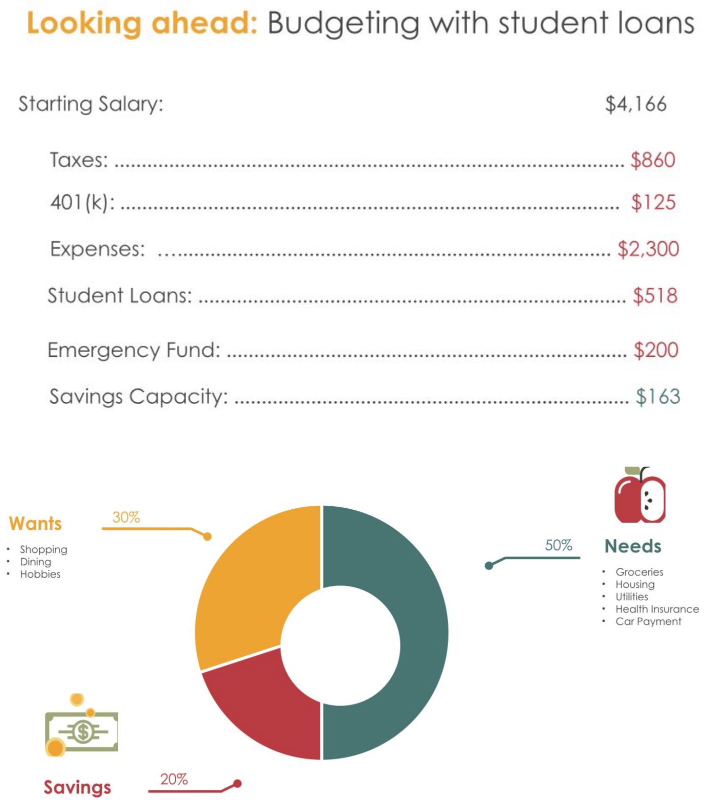
What's Working

- Financial Basics
  - Teach Me Money provides a solid base of information for young people to begin understanding their finances
  - Emphasizes the importance of investing early and financial planning
- Examples
  - The examples are helpful to understand basic financial concepts
- Links/Suggestions
  - References to different websites or apps is beneficial to help get started



Content

- Good base understanding
  - While the content provides a solid base, there is an opportunity to improve financial literacy further
  - Get more specific by providing more real-life examples
  - Highlight where people typically fall short with their finances and how some people exceed
- Visualizing Future
  - Though some of the content for high schoolers helps to contextualize their future, the content for college and beyond could be made more relatable



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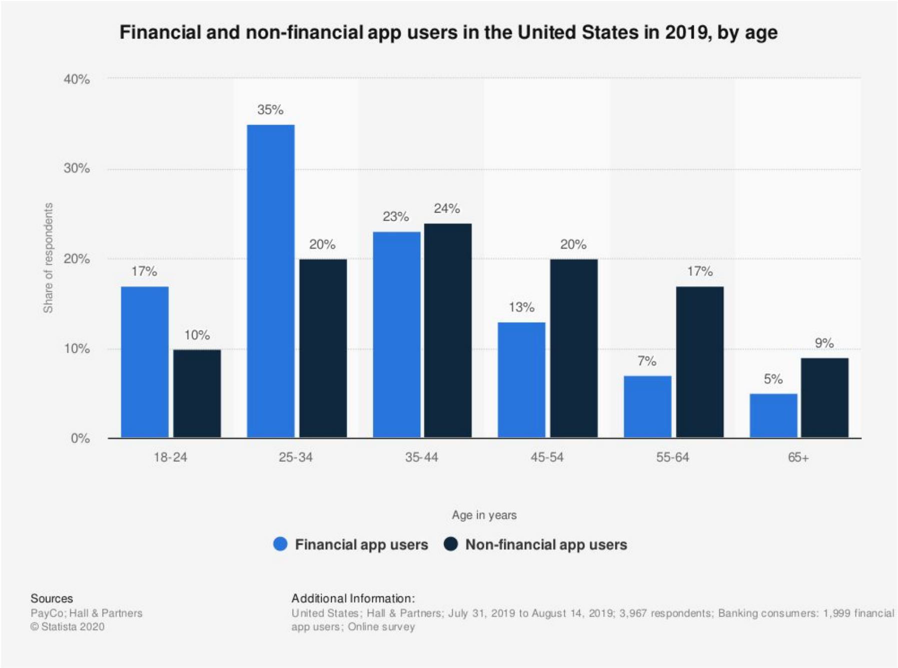
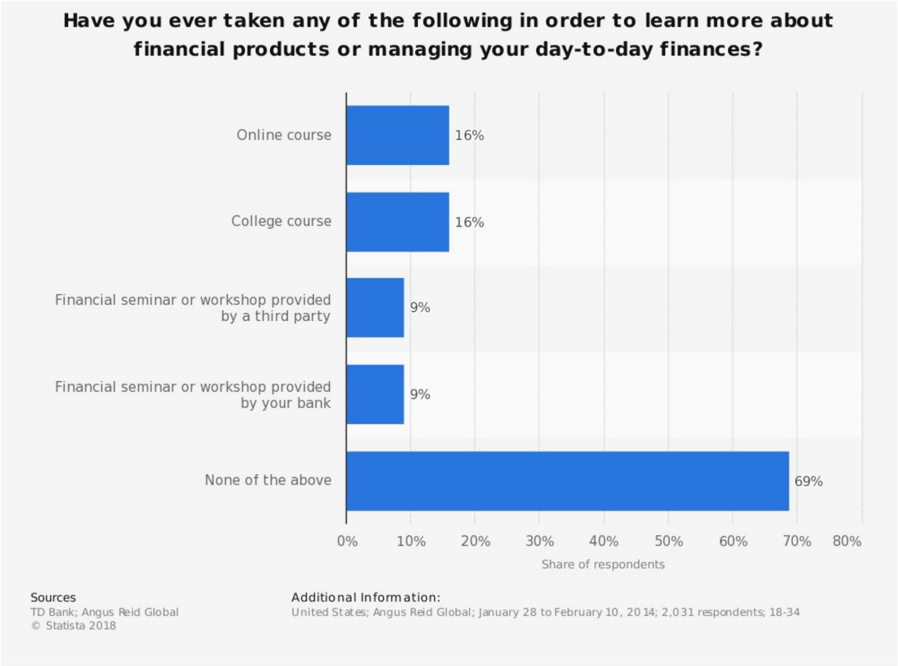
Delivery

- Current Method
  - Webinars, Presentations, Powerpoints with speaker overlay
  - This method of delivery is effective for sharing information but might not be the most engaging
- Potential Forms of Delivery
  - App, Website, Online Course, Animated Video Series, YouTube Channel, Social Media
  - Diversifying the form of delivery for this program could increase engagement in young people



My Perspective

- I would want a more specific guide
  - I do not know much about personal finances and I don't know the specifics of things like doing taxes or actually learning to invest/save money
  - I liked all the general financial concepts but I would like to have learned more about my future finances after college and how I can be prepared



Critiques

- Financial Literacy Goal
    - Though this program gives a wide base of financial information, it falls short by not thoroughly teaching how to specifically handle your finances. When faced with a real life financial scenario, someone might understand the general financial concept from this program but could still fail to execute the best option from a lack of practice.
- Presentation Style
    - Currently, Teach Me Money! is presented like a class which can be beneficial for people more serious about improving their personal financial knowledge. However, delivering this information utilizing multiple forms of communication and media would be best to reach a wider range of people who might be more receptive to these other styles. For example, creating an app or animated video series could increase engagement and draw more attention.