



*MoneySense educates students in
Middle and High School about Personal
Finances*

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Problem

- Average credit card debt among young adults increased by 55% between 1992-2001, to \$4,088.
- Among the youngest adult households with incomes below \$50,000, one in seven with credit card debt is in debt hardship.
- One out of every five 18- to 24-year-olds reported being late or missing payments on a loan within the last year.



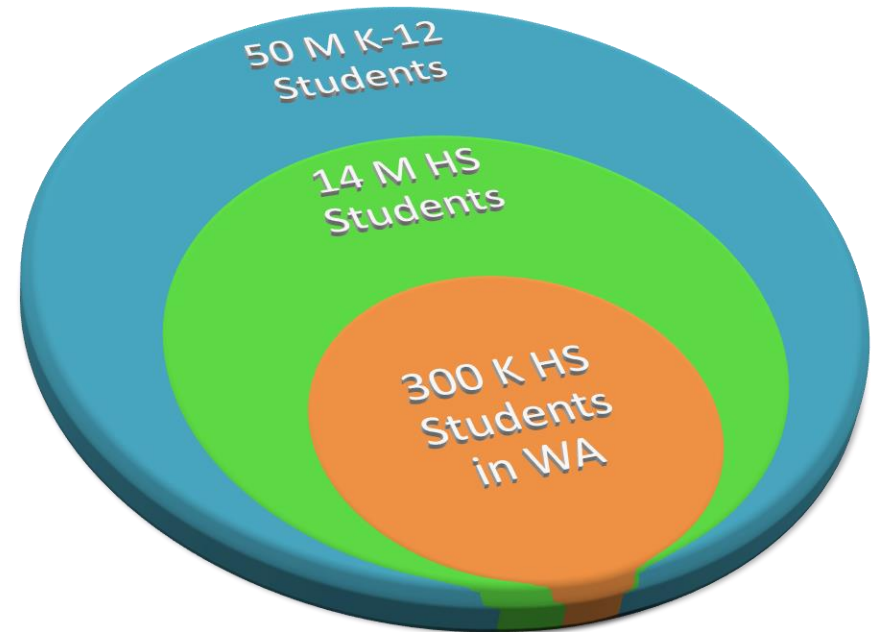
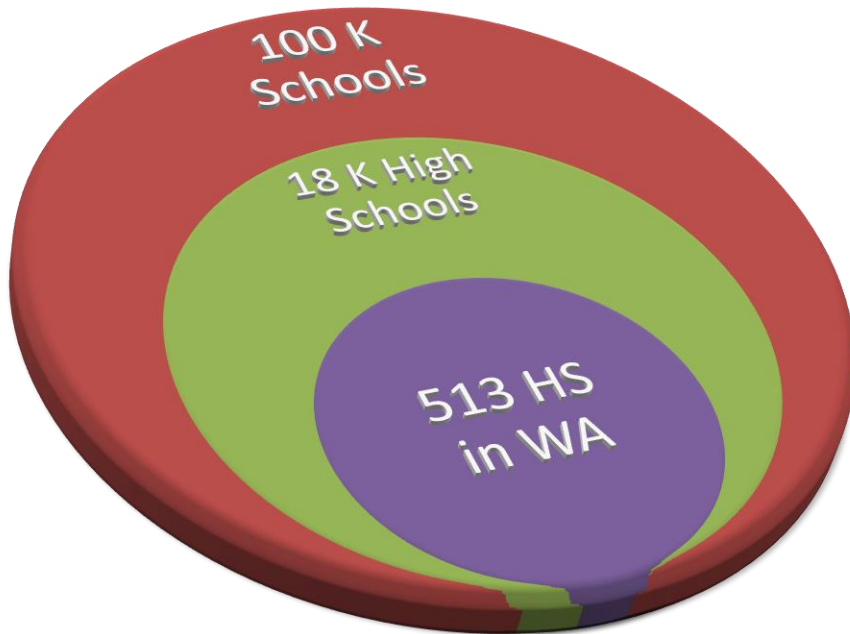
(onepaycheckatatime.com)

Innovative Solution

- We educate students about personal finances through an engaging website, and activities and lectures that are delivered by volunteers.



Market Size



Business Model

- Non-Profit
- Revenue Drivers
 - Schools as Customers
 - Banks and Other Financial Institutions as Sponsors
- Cost Drivers
 - Website Operation
 - Material Development
 - Material Distribution
 - Marketing/Sales



Partners & Collaboration

- Potential Partners
 - Junior Achievement
 - Jump\$tart
 - TheMint.org



Team

- Akshay Chalana – Me
- Advisors
 - Dr. Vikram Chalana
 - Entrepreneur, Co-Founder Winshuttle
 - Vandana Chalana
 - Volunteer: Junior Achievement, Cedar Wood Elementary School, Eastside Preparatory School
 - Dr. Terry Macaluso
 - Head of Eastside Preparatory School



The Ask

- We need your support to:
 - Build Curriculum and Web Resources
 - Find Early-Adopter Customers
 - Recruit Volunteers to Implement MoneySense



Photo Credit: Sujin Jetkasettakorn

**Creating a More Financially Responsible World
One Student at a Time**