



# FLAME University

## Entrepreneurial Mindset Final Report

### Kuberos: Shaping Financially Responsible Futures

#### **Group 11**

Ishaan Karnani, Ayush Mittal, Harsh Mittal, Kashish Nathwani, Ansh Sharma & Shreekanth Swaminathan

Entrepreneurial Mindset - (ENTS505)

Professor Seema Potluri

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# **Kuberos: Shaping Financially Responsible Futures**

## **Executive Summary**

Kuberos is a financial literacy platform designed to teach children between the ages of 12 and 15 about essential money skills through a simulated environment that is gamified in order to improve engagement. The platform targets the gap in traditional forms of education, where concepts are taught, yet rarely practised. Creating a safe space where children can not only learn about money, but also play and experiment with money in a safe, virtual environment, allowing for mistakes without any real-world consequences.

The platform uses a combination of gamification, real-world financial principles, and self-paced learning in order to make learning meaningful and engaging. Children take up tasks, earn a virtual currency, and manage their own digital wallets, while parents and teachers can track progress and provide guidance. This approach allows for hands-on experience with money at a very young age, something which is relatively absent in the younger generations. It also allows children to learn basic skills like budgeting, saving, and responsible spending from a young age.

Kuberos fills a gap in financial education by making learning practical, safe, and engaging for young students. It represents a scalable opportunity in the Indian edtech space, merging gamification and experiential learning to build financial confidence early in life.

## **Opportunity Recognition, Customer Discovery & Market Validation**

### **Problem Identification and Why it Matters**

Children today lack practical financial education. Without early exposure to real-world money management, they grow into adults who struggle with budgeting, saving, and financial decision-making. This lack of experiential learning often leads to poor money habits, instability, and financial stress later in life.

Financial literacy is a core life skill linked directly to long-term well-being and stability. Early engagement with money concepts—through practice rather than theory—helps children build confidence and responsibility in handling finances. Introducing financial education in an

engaging, experiential way not only promotes smarter decision-making but also fosters healthier financial behaviours that carry into adulthood.

## **Opportunity Recognition**

Kuberos was created to address this need. Our objective is to build a space where children can learn by doing, something we accomplish with our safe, virtual economy, where children can perform tasks, earn, and spend virtual currency, while simultaneously understanding the consequences of their financial decisions.

## **Customer Discovery**

To ensure that the venture was rooted in real user needs, we conducted qualitative research with its two primary user groups, parents and educators. Our insights were as follows:

- Parents want engaging, trustworthy tools that help their children develop financial discipline while allowing them to monitor progress.
- Teachers desire curriculum-aligned, interactive platforms that make financial learning more relatable and practical.
- Both groups prefer digital, gamified tools that combine fun with measurable learning outcomes.

## **Market Validation**

To ensure Kuberos addressed genuine user needs, we engaged with parents and educators to validate interest and usability. Interviews and early testing confirmed strong enthusiasm for a tool that combines financial education with hands-on, gamified learning. Both groups expressed willingness to adopt such a platform for its balance of fun and measurable learning outcomes.

Additionally, a competitor analysis revealed critical market gaps:

- Most existing tools focus on U.S. audiences and lack Indian contextual relevance.
- Few integrate simulation-based learning with parental oversight.
- Many fail to sustain children's engagement, leading to low retention.
- None combines gamification, progress tracking, and localised insights in one cohesive platform.

These findings reinforced the market opportunity for Kuberos: a platform designed specifically for Indian users that bridges theoretical learning and real-world financial experience.

## Conclusion

Through a combination of problem recognition, user-centred discovery, and MVP validation, we demonstrated a clear need, interest, and viability for a financial literacy simulation platform. Parents and educators alike expressed a desire for a tool that bridges the gap between theoretical learning and real-world financial practice.

The strong positive feedback from interviews and usability testing validates Kuberos' potential to make early financial education both engaging and impactful, positioning it as a promising solution within the financial edtech space.

## Effectuation vs Causation

Kuberos was developed through an effectual approach — evolving iteratively based on available resources, user feedback, and continuous learning rather than following a fixed, predetermined plan. This mindset emphasised flexibility, experimentation, and creative problem-solving.

Instead of setting rigid goals, the team leveraged existing skills, networks, and free tools to move the project forward. Early conversations with parents and educators helped shape the concept, ensuring that each design and strategic decision was grounded in real user needs rather than assumptions.

Unlike a causal approach that begins with a defined objective and detailed plan, our effectual process allowed rapid adaptation and meaningful pivots. By focusing on available means and iterative development, Kuberos grew organically into a validated and user-centred solution.

## Minimum Viable Product (MVP)

To validate the concept and gather feedback, two Minimum Viable Products (MVPs) were developed, each serving a distinct purpose in the evolution of the platform.

## Low-Fidelity Prototype

The first version of the MVP was a low-fidelity prototype, created to explore the foundational structure and test user expectations. This prototype focused on the core user journey. This involved completing tasks, earning rewards, and managing virtual currency. It was tested with a small group of users, including parents and educators, to identify initial likes, dislikes, and usability challenges.



Screenshot from the MVP

## High-Fidelity Prototype

Based on the findings from the first stage, we developed a high-fidelity prototype using AI tools to simulate a more realistic and interactive experience. This version included refined visual design, structured navigation, and enhanced functionality to mimic the intended product.

behaviour more closely. The final prototype can be accessed via the [following link](#).

The screenshot shows a 'Parent Dashboard' interface. At the top left is a 'Change Role' button, and at the top right is an 'Add Child' button. The main header is 'Parent Dashboard' with the subtitle 'Monitor Alex's progress and approve tasks'. Below this, a section titled 'Alex's Progress' shows 'Level 5 • 8 Badges Earned'. It includes a 'Level Progress' bar at 750 / 1000 XP, four cards: '\$125.50 Wallet', '\$300.00 Savings', '24 Jobs Done', and '8 Badges', and a summary card for 'Pending Approvals' with '2 Pending' tasks. The overall design is clean with a light grey background and rounded corners.

## User Feedback and Key Learnings

The feedback collected from these testing rounds directly informed design and feature decisions:

- Children enjoy “learning by doing” rather than passive reading
- Clear feedback loops (rewards, balance updates) enhanced engagement
- Parents & teachers saw value in tracking progress and oversight
- Usability was smooth - users found navigation intuitive and the flow logical

## Mentor Feedback

Our project mentor was a professional UX / Design Consultant and educator. His feedback is as follows:

### Strengths Highlighted:

- Strong problem-solution fit - addresses lack of financial literacy in younger audiences
- Clean and intuitive user interface with clear task flows
- Gamification elements (tasks, rewards, wallet) enhance engagement and motivation
- Design consistency and visual clarity support usability
- The iterative approach and user feedback are well integrated into the design

## **Areas for Improvement:**

- Add guided hints or contextual tooltips to explain certain actions (e.g. task purpose, wallet function)
- Explore progress feedback or badges to further motivate users
- Future versions can consider user profiles or session continuity for returning users

## **Lean Startup Approach**

Kuberos' development closely followed the Lean Start-Up methodology, which focuses on building a product iteratively, measuring user response, and learning from feedback to guide further development. This approach allowed us to minimise risk, validate assumptions early, and continuously align the platform with user needs.

## **Build-Measure-Learn Cycle**

Kuberos followed iterative Build-Measure-Learn loops: prototypes were created, tested with users, and refined based on feedback. Each cycle focused on improving usability, engagement, and clarity of financial concepts.

## **Outcome**

Through continuous cycles of building, testing, and refining, Kuberos matured from an abstract idea into a validated, user-centred product.

## **Resourcefulness & Financing**

Kuberos' development has been a key aspect throughout the process. Through a resourceful and effectual approach, progress was made by creatively using the tools, skills, and networks already available to us. Rather than relying on external funding or large-scale investment, the project advanced through strategic use of free resources, collaborative effort, and iterative experimentation.

## **Available Resources**

We began by identifying the resources already accessible to the team, which formed the foundation of our development process:

- Skills in UX design and user research enabled us to create prototypes internally.
- Free tools such as Figma and AI-assisted design supported development.
- Networks of parents and teachers provided feedback.

### **Real Actions Without Spending**

A key example of resourcefulness was the development of the high-fidelity MVP. Despite having no allocated budget, our team used AI design tools, open-source icon libraries, and user testing through volunteer participants to create a near-functional model. This not only demonstrated the feasibility of the concept but also allowed for meaningful user feedback without any monetary investment.

### **Early-Stage Financing Strategy**

Future financing could begin with free tools and mentorship, followed by small grants or seed funding for pilot testing. Later, a freemium model for parents and schools could sustain revenue.

### **Conclusion**

Throughout its development, Kuberos has exemplified resourcefulness and effectual thinking, progressing through creative use of available means rather than financial investment. This approach not only minimised risk but also reinforced the entrepreneurial principle that innovation is driven more by adaptability and ingenuity than by capital.

### **Sustainable & Responsible Thinking**

The platform's purpose extends beyond financial education; it aims to create a lasting impact by building financial awareness and responsibility from a young age.

By providing practical, experiential learning, Kuberos helps children develop essential money habits, contributing to a more informed and financially stable society. Its inclusive, self-paced

format ensures accessibility for diverse learners, bridging the gap between theory and real-world application.

As a fully digital tool, Kuberos minimises environmental impact by eliminating printed materials. In the long term, it supports sustainable development goals related to quality education and reduced inequalities, empowering a generation of financially responsible citizens.

## **Networking & Learning**

The development process was guided by continuous engagement with parents, teachers, and mentors. These conversations provided practical insights into user expectations and shaped both the platform's design and content.

Kuberos promotes social sustainability by building financial awareness from a young age. Its digital format minimises environmental impact while ensuring accessibility. Continuous collaboration with parents, teachers, and mentors shaped its design and learning outcomes, reinforcing both responsibility and relevance.

## **Go-to-Market Strategy**

Kuberos' go-to-market plan focuses on parents and schools seeking practical financial learning tools. Initial users will come from pilot tests and referrals, supported by social media outreach and school partnerships. A freemium model will encourage adoption, with premium analytics for parents and schools.

## **Conclusion**

Kuberos is the outcome of an entrepreneurial journey driven by effectual thinking, experimentation, and validated learning. By addressing a real gap in financial education, the platform blends gamification and practical application to make learning meaningful. Our platform aims to foster financially aware youth and contribute to a more sustainable, equitable society.