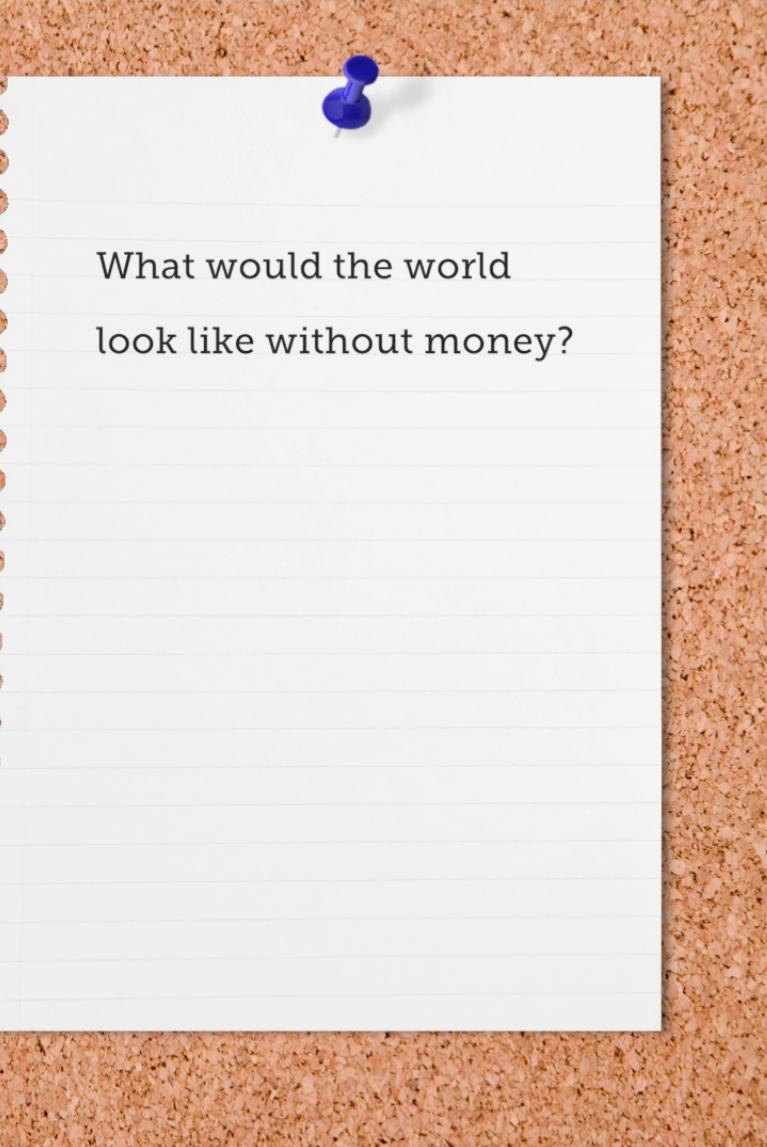


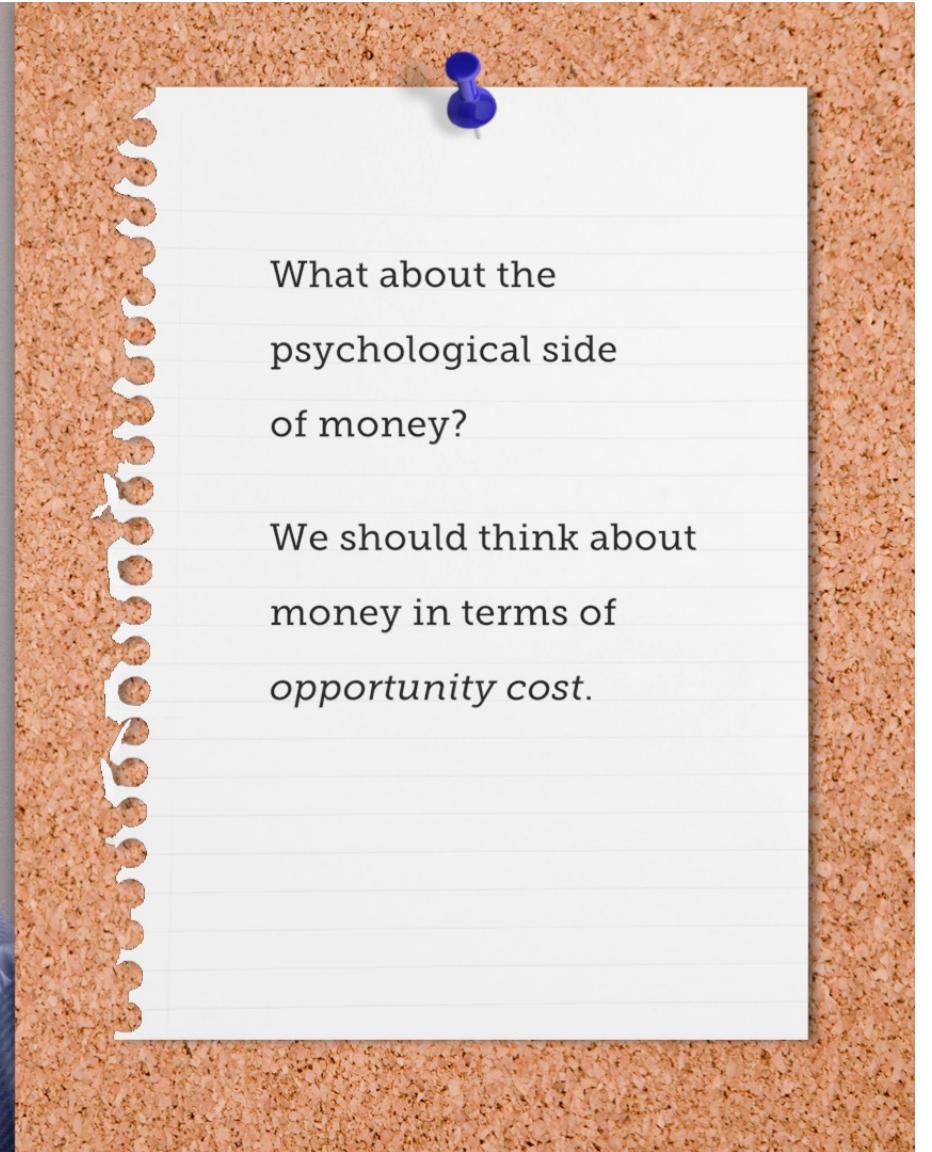
Part 1:

Opportunity Cost



What would the world
look like without money?





Opportunity Cost:
what you are giving up
by choosing one thing
over another.

"What are you giving
up to buy this car?"

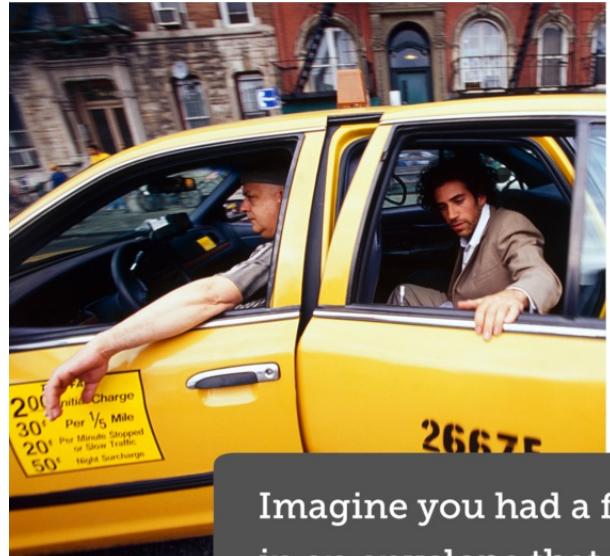


A photograph of a woman with blonde hair, wearing a teal cable-knit sweater and a red shoulder bag, standing next to a blue car. A speech bubble contains her dialogue.

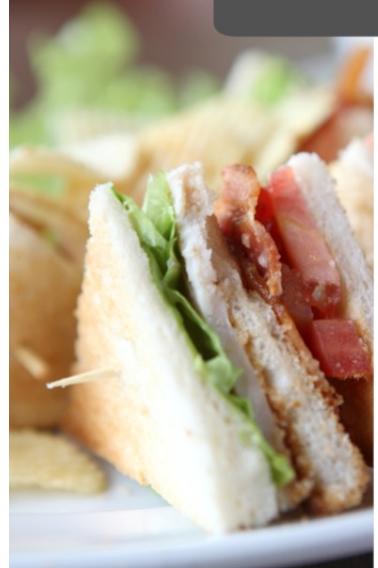
"I guess I can't buy a Honda
if I buy this Toyota."

Imagine you had a fixed amount of money
in an envelope that you could spend each week.





Imagine you had a fixed amount of money
in an envelope that you could spend each week.



Tradeoffs are obscured in
our complicated economy.

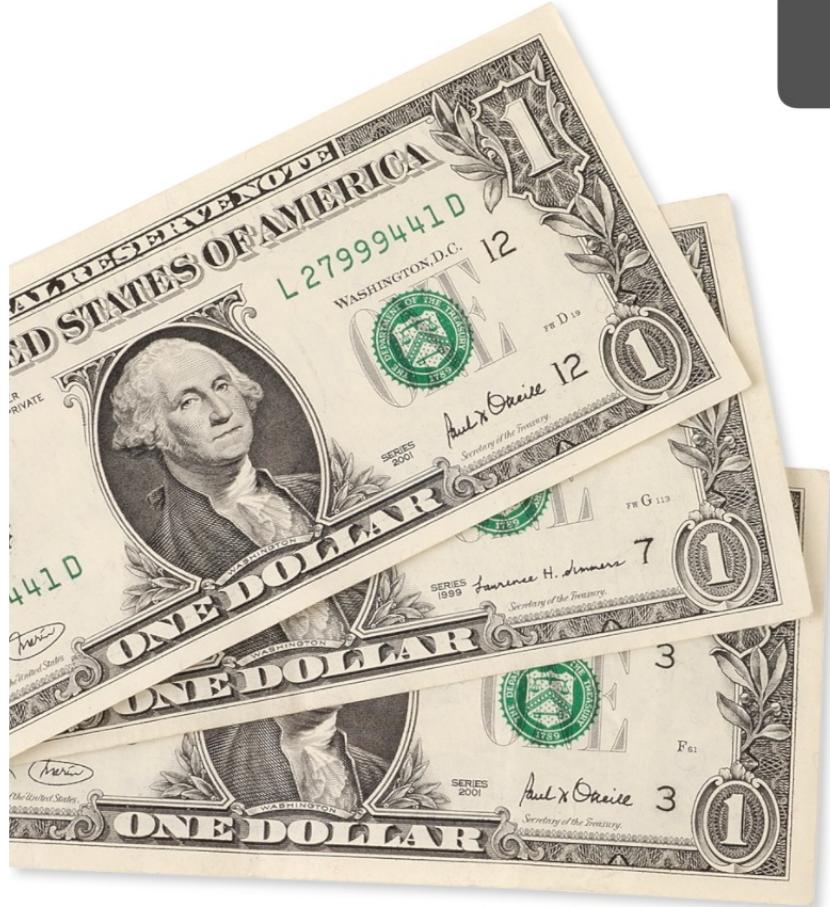






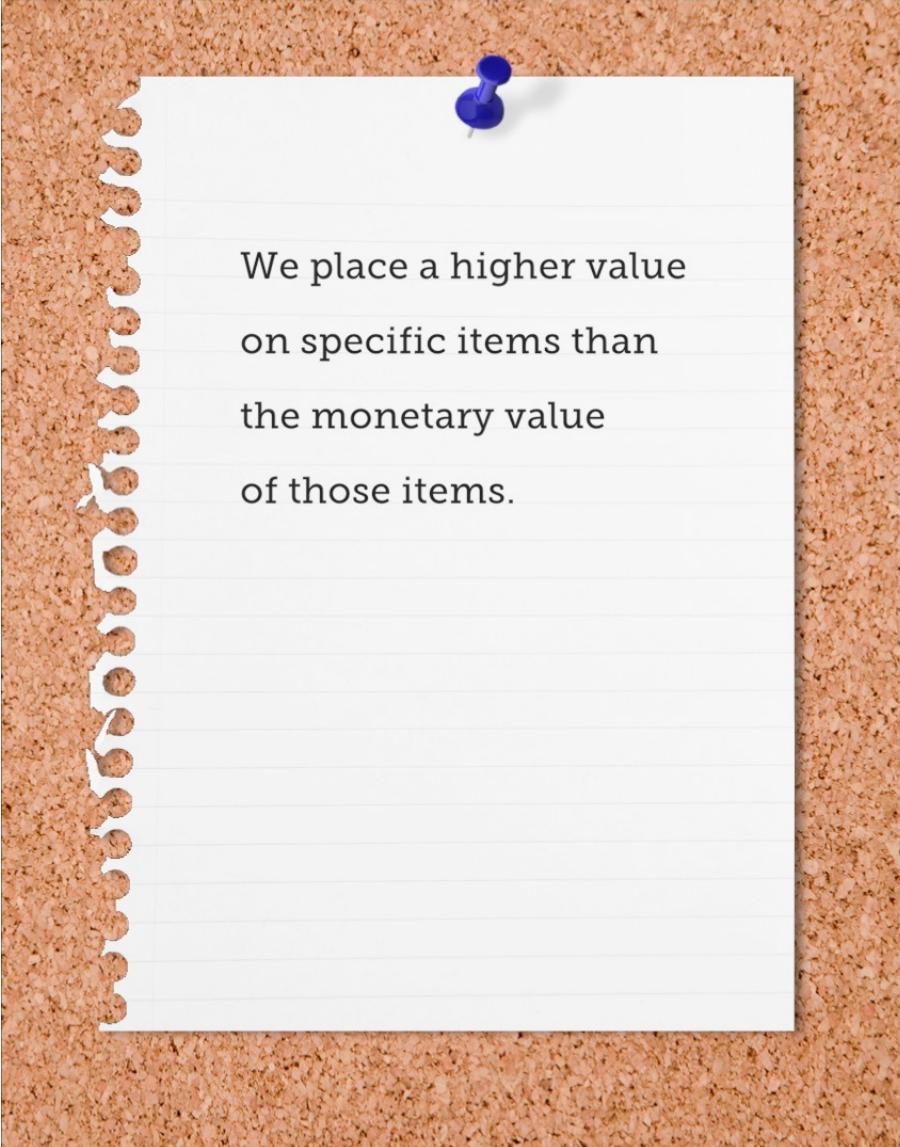
*"We found we really missed going to the theatre and eating
in nice restaurants, so we gave our kids away."*

What would you do for...?





A \$3 cappuccino may be worth more to you than three dollars.



We place a higher value
on specific items than
the monetary value
of those items.

