

Elevator Pitch:

An online resource that highlights a collection of financial education tools and tips.

Long Pitch:

“Lenhard.com” will focus on analyzing tools that will be useful to help gain a better understanding for financial education. The emphasis will be on all phases of finances from savings to checking, expectations for lending and credit. The main goal will be to get those not used to thinking in terms of finances to gain more comfort with it.

Personas:



Daniel the Optimist

Someone who has had made a few poor decisions credit wise looking for resources to help their situation



Jeremy the Student

New to the world of personal finance, he is looking to set himself up for success



Tracy the Saver

Starting a new chapter in life and looking for resources to help optimize her ability to save