



FINLIT 101

Financial Literacy from K-12

Design Sprint 3

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**Excelsior. Find a silver lining.
Take all the negativity in life and
use it as fuel.**



Model-User

Kelee

“Turn your negativity into fuel.”

@excelnye



Grew up with a single dad in Brooklyn



Lives in a low-income neighborhood



Has seen family evictions





As a photographer and aspiring filmmaker most of her money from her part-time jobs go towards educating herself and growing in her field.

When she graduated from high school she decided that going to college wasn't the right path for her.



Many kids may be in similar situations as Kelee...



We wondered how we might provide resources
that create a sense of security, and minimize the
fear factor of taking risks and veering away from a
traditional career path.

Model-User

Kelee



Excelsior. A movie buff for most of her life, Kelee stumbled across a quote in a movie when she was 12 years old and made it her life's motto, something she actively works towards, she formed her brand around it, creating art and living to "Xcel".

Excelsior.

Turn your negativity into fuel. Kelee grew up with a single dad who raised her in a one bedroom apartment in Brooklyn. He tried his hardest to raise her to be careful with money, to budget and save, but like many people her age the lessons did not stick.

Kelee lives in a low income neighborhood, she's seen members of her family evicted, turn to government benefits, she knows what it's like to not have money, yet she remains determined to pursue her passions to the fullest extent.

Model-User

What's your money story?

During the interview Kelee admitted that she wasn't the best with money, as a photographer and aspiring filmmaker most of her money from her part-time jobs go towards educating herself and growing in her field.

When she graduated from high school she decided that going to college wasn't the right path for her. She decided to self-teach, quitting a job that gave her a stable income to devote more of her time to her craft.

Many kids may be in similar situations as Kelee, however not everyone may have the same resources, but more importantly, the confidence of taking the same leap of faith as her.

We wondered how we might provide resources that create a sense of security, and minimize the fear factor of taking risks and veering away from a traditional career path.

The Answer

Fun Finance Education Program
Year long curriculum packet for teachers to educate
students on basic business and finance.



FINLIT 101

The App

Textbook alternative course-companion guide for students where they can update “stocks” and see course updates.

The Curriculum

[Click here](#)

The image displays two screenshots of a mobile application interface. The background is a light green color with a pattern of dark blue and white capsule-shaped shapes.

Screenshot 1 (Left): A large dark blue rounded rectangle contains the text "Financial Literacy: Investing and Finance". Below it, a white rounded rectangle contains the text "Class Name". Further down, another white rounded rectangle contains the text "Grade Level".

Screenshot 2 (Right): At the top, a white rounded rectangle labeled "Stock Tracker". Below it, a section titled "World Markets" shows stock market performance for Japan, Hong Kong, London, and Germany. The data is as follows:

Market	Index	Current Value	Change	Percentage Change
Japan	NIKKEI 225	19,619.35	-558.00	-2.84%
Hong Kong	HANG SENG	23,868.66	+257.61	+1.08%
London	FTSE 100	5,849.42	+97.23	+1.66%
Germany	DAX	10,729.46	+269.25	+2.51%

A note at the bottom right indicates the data was "Updated: 12:30pm ET". Below the market data, a list of six economic indicators with their corresponding symbols and percentage changes:

- S&P 500 (^GSPC): +39.13 points (+1.38%) to 2,881.87
- Dow (^DJI): +298.21 points (+1.26%) to 24,047.97
- Nasdaq (^IXIC): +135.61 points (+1.57%) to 8,847.84
- Crude (CL=F): +\$3.49 (+17.12%) to \$23.88 a barrel
- Gold (GC=F): -\$11.50 (-0.67%) to \$1,701.80 per ounce
- 10-year Treasury (^TNX): +2.8 bps to yield 0.665%

Screenshot 2 (Continuation): A large dark blue rounded rectangle at the bottom contains the text "Question of the day:" followed by the question "Where was the first stock exchange in the world?"