**Financial Investments: Storyboard**

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| **Screen No: 1** | **Screen Title:** Icebreaker: Your financial knowledge |
| **Audio Text** | **Media and On-screen text** |
| Before we dive into the world of financial investments, let's see how much you already know. | Icebreaker Question:  If you suddenly received Rs 1 Lakh what would you do with it?  Options:  A) Save it all in a bank account  B) Buy stocks and bonds  C) Spend it on something you’ve always wanted  D) Invest in a start-up or new business |
| **Instructions:** | Display connecting images like piggy bank, stock chart, money, question mark etc.  Place a **“Let’s get started” button** to begin the course, on bottom right corner. |
| **Interaction/ Production Notes** | Create a **multiple-choice question** where the learner can select an answer.  After selecting, show a fact about each option that connects to investment concepts. For example:  If the learner selects Option A: Saving is always a safe option, but did you know that investing can grow your money faster? similarly for all 3 options.  Option B- Investing in commodities like gold is a great way to deal with inflation and market volatility.  Option C- Government bonds are a safe investment option in the financial market.  Option D- Currency trading happens in global financial markets, where foreign exchange rates fluctuate constantly. |
| **Additional Information:** | No answer is correct here. Each has own implication. |
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| **Screen No: 2** | **Screen Title:** Learning Objectives |
| **Audio Text** | **Media and On-screen text** |
| *"Welcome to Financial Investments 101!*  In this course, you’ll learn the key concepts of financial markets and the basics of investing. | *Welcome to Financial Investments 101*  In this course, you will learn about:   * What financial markets are? * Types of financial markets * Investment risks * How to manage risks * Practical examples from the stock exchange |
| **Instructions:** | Use **fade in transitions** for each bullet sync with audio. |
| **Interaction:** | Use a dynamic word map in the background to display network of financial markets across the globe. |
| **Additional Information:** | Keep the slide light and warming as it’s the first slide |
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| **Screen No: 3** | **Screen Title:** Understanding Financial Markets |
| **Audio Text** | **Media and On-screen text:** |
| A financial market is a place where people and entities trade securities like stocks and bonds, and commodities like gold and oil.  These markets bring buyers and sellers together, helping to raise capital and facilitate transactions | What is a Financial Market?  Key points:   * Financial market is a place where securities and commodities are traded * Examples: Stocks, Bonds, Commodities   **Interactive Icons**:   1. **Stocks**: Ownership in companies 2. **Bonds**: Loans to governments and corporations 3. **Commodities**: Precious metals, oil, agricultural goods |
| **Instructions:** | Make **3 Icons** for each bullet point. Tap each icon to learn more about these. |
| **Interaction/ Production Notes** | Animation displaying a trade between buyers and sellers.  **Clickable icons that expand**, giving brief definitions and examples of each.  Use **interactive hover effect** on each bullet, use different states like **normal and visited state** to ensure it is read by the users. |
| **Additional Information:** | Add clear images for all the points. |
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| **Screen No: 4** | **Screen Title:** Types of Financial markets |
| **Audio Text** | **Media and On-screen text** |
| There are several types of financial markets.  Capital markets support long-term investments, while money markets handle short-term borrowing.  Derivatives help transfer risk, and currency markets aid in global trade. | Make a **flowchart** of different types:   * Capital Markets: Long-term funding * Money Markets: Short-term borrowing * Derivatives Markets: Risk transfer * Currency Markets: Facilitating international trade |
| **Instructions:** | Explain each flow point by writing in paragraph form below. |
| **Interaction:** | Based on this slide, we can add **Drag and Drop activity,** where on one right column: Market types and on the left column: Functions.  Market type columns will be draggable and if matched with right pair, it should be turned green as a signal of correct answer and immediately popped up with an explanation to reinforce learning. |
| **Additional Information:** | Add a "reset/try again" button for learners to try again, if required. |
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| **Screen No: 5** | **Screen Title:** The Role of Financial Markets |
| **Audio Text** | **Media and On-screen text** |
| Financial markets play an important role in the economy, they help in businesses to raise capital, it facilitates global trade, and allow investors to grow wealth. | **Why Financial Markets Matter**  Key Points:   * Capital for Businesses * Facilitate Global Trade * Grow Wealth for Investors |
| **Instructions:** | Add **clickable elements** for these key points, which expands explaining it in detail, alongside a visual to enhance learning. |
| **Interaction/Production Notes** | A flowchart animation showing the flow of capital from investors to businesses and displaying connection between companies, banks and investors. |
| **Additional Information:** |  |
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| **Screen No: 6** | **Screen Title:** Understanding Investment Risks |
| **Audio Text** | **Media and On-screen text** |
| Investing comes with risks, it is possible for an investor to experience losses. Inflation risk reduces purchasing power over time, while volatility risk can lead to sharp price changes. Liquidity risk means you may not be able to sell investments quickly. | Heading: Types of Investment risks   * **Inflation Risk**: Prices rise, reducing buying power * **Volatility Risk**: Large price swings create instability * **Liquidity Risk**: Difficulty selling assets at fair value |
| **Instructions:** | Create a **Flip the card interaction** for all 3 risk types on the same slide. |
| **Interaction/Product Notes** | On the front side write the risk names and back of the card will have detailed explanation with examples. |
| **Additional Information:** | - |
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| **Screen No: 7** | **Screen Title:** How to manage investment risks |
| **Audio Text** | **Media and On-screen text** |
| The best way to manage risk is by allocation and diversification of holdings in a portfolio.  By balancing stable and volatile investments, you can reduce risk and maximize potential returns. | Heading: Managing Risks  Portfolio Tips:   1. Diversify across asset types 2. Balancing volatile and stable investments 3. Monitor and adjust your portfolio regularly |
| **Instructions:** | Visual of splitting of portfolio and allocating into different funds. |
| **Interaction/Product Notes** | On the basis of this slide, we can create a **Drag and drop based learning** here, by giving a situation and asking like what a good portfolio should looks like.  A set of examples of asset types to be given below and giving a drag and drop feature to add onto your personal made portfolio on the above. |
| **Additional Information:** | Can provide a real time feedback here on based on the choices. |
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| **Screen No: 8** | **Screen Title:** Practical Example: Stock Exchange |
| **Audio Text** | **Media and On-screen text** |
| **How stock exchanges work-**  A stock exchange allows companies to raise capital by selling shares and enables investors to buy and sell stocks. | Heading: How Stock Exchanges Work  Key Points:  Companies raise capital  Investors buy and sell shares  Prices fluctuate with market demand |
| **Instructions:** | Give visuals of stock exchange Mumbai, Random stocks video scene showing real time changes in stock prices. |
| **Interaction:** | An animated stock exchange with traders and company logos. |
| **Additional Information:** | - |
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| **Screen No: 9** | **Screen Title:** Key takeaways (Summary) |
| **Audio Text** | **Media and On-screen text** |
| Great job making it till the end.  Let’s understand what you have learnt till now. | **Key Terms:**  Capital Market  Commodities  Liquidity Risk  Diversification  Money Market |
| **Instructions:** | Keep it simple, explaining in brief for all the key terms one by one using smooth **Fly In transitions.** |
| **Interaction:** | Add a C**onfetti animation**, can also add a completion **certificate** to boost confidence. |
| **Additional Information:** | Add a good job note in the end of the module.  Congratulations! You have completed the module! |

**Assessment Type 1: Multiple-Choice Questions (MCQs)**

**Question1.** **What is the primary role of financial markets?**

a) To allow corporations to sell goods to the public

b) To facilitate the raising of capital and transfer of risk

c) To act as intermediaries between government agencies

d) To eliminate all market risks

**Ans: b) explanation-** Financial markets enable the raising of capital through stock or bonds, and help manage risks, such as through derivatives markets.

**Question2. Which of the following is NOT a type of financial market?**

a) Capital market

b) Derivatives market

c) Commodity market

d) Retail market

**Ans: d, explanation:** Retail market involves the sale of goods to customers and not financial assets.

**Question3. Which market allows firms to borrow funds on a short-term basis?**

a) Capital market

b) Money market

c) Commodity market

d) Foreign exchange market

Answer: Money market, explanation- Money markets are used for short-term borrowing and lending.

**Question4**. **Which type of market deals with long-term funding?**

a) Money market

b) Capital market

c) Retail market

d) Derivatives market

Answer- Capital market, Explanation- Capital markets are designed to provide long-term funding to corporations.

**Question5. What risk is caused by the increase in prices of goods and services?**

a) Volatility risk

b) Interest rate risk

c) Inflation risk

d) Liquidity risk

Answer- Inflation risk, **Explanation**: Inflation risk reduces purchasing power due to rising costs of living.

**Assessment Type 2: True/False Questions with Explanations**

**Q1. Financial markets play a role in the integration of global economies.**

**Answer:** True, Financial markets enable global transactions and the flow of capital across borders, integrating economies on an global level.

**Q2. Banks are the only financial intermediaries involved in the financial markets.**

**Answer-** False, while banks are significant, others options like investment banks and firms also play a role in financial markets.

**Q3. Investors always make profits in financial markets.**

**Answer-** False, Investors can experience losses due to risks like market volatility, liquidity risk, or inflation risk. Financial markets do not guarantee profits.

**Q4. Portfolio diversification is an effective strategy to manage risk in financial investments.**

**Answer-** True, Diversifying investments across different asset helps in balancing risk and increase the chances of achieving returns.

**Q5. Liquidity risk arises when an investment cannot be quickly sold for its true value.**

**Answer-**True, Liquidity risk occurs when an asset cannot be sold at or near its true market value due to a lack of buyers.