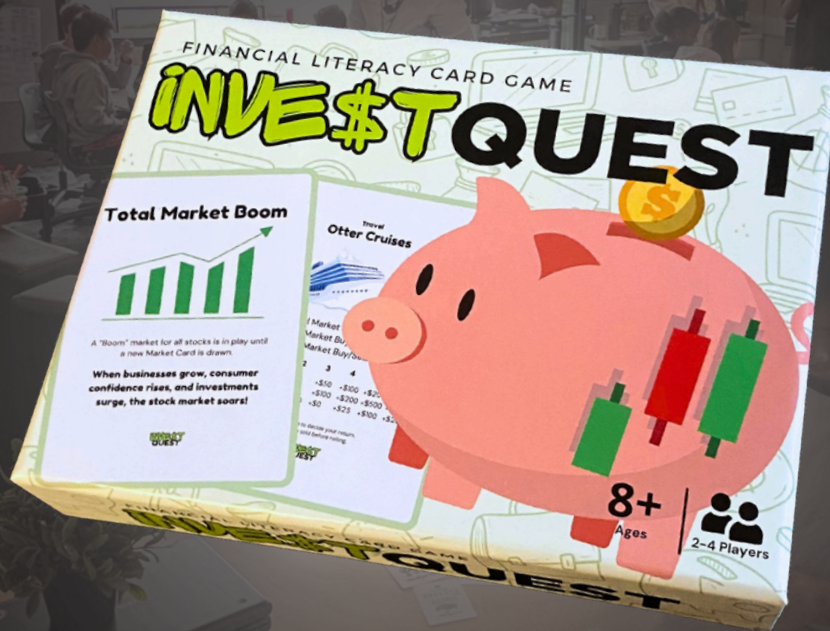


money mind

GAMES



Financial Literacy Project

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I. EXECUTIVE SUMMARY



THE PROBLEM

Financial literacy is one of the most important skills for navigating modern life, yet it remains largely underdeveloped across much of the population due to **ineffective and inaccessible educational methods**. Gaps in financial knowledge often begin as early as elementary school, where students receive **little to no exposure** to personal finance during critical developmental years. If and when financial topics are eventually introduced, they are frequently taught in abstract or **unengaging ways that fail to connect** with students' lives or interests. In a system that does not prioritize or meaningfully teach financial skills, students have **little incentive to care or engage**. As a result, many young people enter adulthood unprepared to manage essential financial responsibilities, making it **difficult to establish long-term financial stability**.

OUR SOLUTION

Addressing financial illiteracy begins with **engaging students early** and teaching finance in a way that is both **accessible and practical**. MoneyMind Games' flagship product, **InvestQuest**, a 2-4 player card game designed for students as young as age 8, introduces core financial literacy concepts in an **interactive format**. Through gameplay, students learn skills such as budgeting, managing risk and reward, building balanced investment portfolios, navigating taxes, and preparing for unexpected expenses.

WHY MONEYMIND?

Unlike traditional financial literacy instruction, *InvestQuest* allows students to **experience financial decision-making firsthand**. By integrating gameplay into classroom instruction, library programs, and community partnerships, MoneyMind Games delivers an **engaging learning tool** directly to educators and students, making financial literacy **relevant, memorable, and applicable** within both existing curricula and proprietary lesson plans.



GOALS - C.A.S.H.



Classrooms

Direct delivery and presentations to **10 elementary school classrooms**



Access

Reach **5,000 students** through schools, libraries, and partnerships



Support

Empower **20 educators** with tools to overcome teaching barriers



Households

Provide games to **100 families**, fostering interactive at-home learning

OUTCOMES

Delivered instruction in **29 classrooms**, exceeding our goal by **190%**

Reached **47,500+ students**, exceeding our goal by **850%**

Equipped **319 educators** with tools and curriculum, exceeding our goal by **1495%**

Distributed games to **524 families**, exceeding our goal by **424%**

HIGHLIGHTS

TESTIMONIALS



Of students report learning something new and rate the game an average of 4.91/5 stars



Of parents would recommend *InvestQuest* to a friend, with 87% saying they enjoyed playing it themselves



Of teachers view *InvestQuest* as both a game and a teaching tool, overwhelmingly citing its educational value

"Now this is real teaching made fun. Thank you young men for helping your community."

-Eva Lehmann, Parent

"InvestQuest is super easy to comprehend and easy to show to my students, thank you!"

-Adrianna Young, Expanded Learning Staff at SAY SD

"The game was great. The kids were very engaged in the learning and definitely having fun!"

-Mrs. Huffstutter, 6th Grade Teacher

ACTION ITEMS

1. Classrooms & Libraries

Led sessions in schools and libraries, teaching financial literacy through **hands-on gameplay**. Library sessions occur **biweekly-monthly**, with attendance ranging from **20 to 40 participants**. Classroom sessions, coordinated via **school outreach**, have reached 29 classrooms and led to direct impact on over 800+ students.

2. Product Development

Developed *InvestQuest*, a **classroom-ready card game** designed for students ages 8+, encouraging **experiential, non-digital learning**. An iterative design process saw initially hand-assembling units transition to professional manufacturing for large-scale distribution.

3. Seminars and Curriculum

Introduced educators to **proprietary lesson plans** aligned with gameplay to reinforce learning objectives and support **long-term classroom use**. A "Train-the-Trainer" model expanding impact **beyond** direct facilitation.

4. Social Media



98,750+ reached

9,170+ reached



COLLABORATIONS



Conferences and Classrooms

- **The Children's Initiative, Del Mar Union, and many more San Diego school districts**
- Led workshops at SD Expanded Learning Consortium and financial literacy conferences; taught educational staff.
- Presented and implemented our game-based curriculum across 4th-6th grade.

Visibility and Recognition

- **Fox 5 News, SD Business Journal, SDPL, UDC**
- **1st Place** - Capital Cup Entrepreneurship Competition, sponsored by U.S. Department of Education, leading to national recognition.
- **1st Place** - California DECA State Career Development Conference, PMFL
- Established relationship with news outlets for city-wide promotion and inbound marketing.

Underserved Communities

- **YMCA, Boys & Girls Club, Diversify Our Narrative, Everyone Can Learn, and more.**
- Provide our curricula, in-person instruction, and *InvestQuest* financial literacy game.

TIMELINE CASHFLOW

Launch | Apr 2025 - May 2025

- Finalize **game design** and market research
- Release website; design **multi-segment marketing strategy**: students, parents, and educators
- Start production of first batch; **release InvestQuest** to initial individual families; collect feedback
- First story feature on Fox 5 News; initiate **outreach to schools and educational programs**

Widen | Dec 2025 - Present

- Allocate resources and **implement specialized programming** for Title I schools, low-income households, and **underrepresented communities**
- **Expand distribution** and community partnerships; develop after-school program curricula
- Increase production efficiency and **reduce unit costs**



Forecast | Mar 2025 - Apr 2025

- Identifying gaps in K-12 financial education, focusing on **foundational elementary curriculum**
- Establish **social media** presence and **C.A.S.H. goals**
- Conduct early outreach to **students, parents, teachers, and schools** to validate interest
- Begin focus group testing, emphasizing game design that balances education with engagement

Operate | May 2025 - Present

- Lead **classroom seminars** and develop **multi-week gameplay-based curricula**
- Establish partnerships with educational groups and school districts; **sell/provide games to families** for in-home learning continuation
- Distribute **surveys** to teachers to **assess project effectiveness**

and beyond...

SWOT ANALYSIS

STRENGTHS

- Engaging and educational financial literacy card game for ages 8+
- Proven learning outcomes
- Pilot-tested and data-backed
- Multi-disciplinary team

WEAKNESSES

- Limited brand recognition
- High initial manufacturing costs due to low order quantity
- Constrained distribution reach
- Initial single-product focus

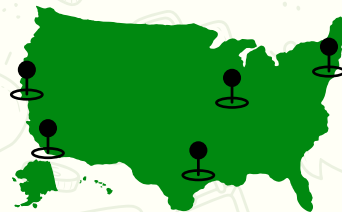
OPPORTUNITIES

- Rising demand for financial literacy tools
- Growing interest in gamified learning
- School and institutional partnerships
- Digital expansion

THREATS

- Established competitors in educational games
- Copycat products entering the market
- Shifts in education policies
- Budget constraints in schools and districts

FUTURE GOALS



Launch an app that expands **accessibility** and **reach** to financial literacy education, while increasing **engagement**.

Partner with education programs nationwide, **establishing** ourselves in formal academic curriculum.

Build a sustainable **team** of motivated students to expand our initiative, including **branches** across the United States.

Further expand our initiative with our new game, **BankIt!**, which teaches more advanced financial concepts.