

MoneySense

Deal Room Email: moneysense@sifp.angelgroups.net

One Line Pitch: MoneySense is working to educate students in developing communities about spending money wisely and saving money for times of hardship

What does your organization or program do (in 3-4 sentences)?: MoneySense is similar to Junior Achievement in schools, and teaches students to manage their money and their debt. It also teaches about investing. The material itself is distributed in activities and booklets to volunteers in each school, where the volunteers also use web tools that have been developed to make the experience more interactive and fun for the students. A similar system for adults is also in the works.

What is the social mission of your organization or program?: Our social mission is to teach students how to usefully and efficiently use their money, thus creating a better and more prosperous future for them.

Who, or what, does your organization or program benefit and what problem are you addressing for them?: MoneySense helps Middle School Students and their parents in struggling communities, where debt is common, and people often don't know what to do with their money to put it to good use, even if they can get it. Their problem is that, for the students, later in their life, they will have families to take care of, and homes to keep, and they won't be able to do this if they don't know how to stay out of debt, and save money.

What's your INNOVATIVE solution to that problem and how does it differentiate your work from that of others (or from your competitors)?: Our innovative solution is to dedicate volunteers in schools, who have a good amount of technology backing their lessons compared to similar programs, to teaching students about Smart Money Sense. Our solution will also be unique from the perspective of the students, because it will involve the use of online tools, including a game to teach them how to sensibly use money and a software similar to Quicken to learn how to track their money.

How do you deliver your innovative solutions to those you serve?: By bringing them the volunteer teachers, and having them teach the students about money, as well as providing the online and print resources to these volunteers and the students.

What are your current or expected sources of funding or revenue?: Our expected sources of funding are donors, such as banks or investment institutions who hope to gain future customers out of this system. This could also include Credit Card Companies. Revenue could be generated by selling the material to schools, who would have their own volunteers or teachers teach the material.

How will you create longevity and scalability for your mission?: MoneySense will do so by creating material that is completely demand based, with production being the only thing changed with new customers. Material may steadily be increased and made more complex for different levels and different types of students.

What other organizations are your most important collaborators and why? : The most important collaborators will most obviously be the clients and the investors. The clients will be schools, who in turn will have their volunteers. The investors could be the financial institutions mentioned earlier.

What will be the social impact of your organization in the Puget Sound area, and if applicable, nationally and/or globally?

How will you measure this impact?: In the Puget Sound area, where it will mostly start, it will help to educate students about managing money, and avoiding debt through saving and smart spending. It may potentially do the same for adults. If it is successful locally, it may spread nationally or globally. Its impact could be measured by the number of institutions using it.

List your management team, board members, and any engaged advisors and emphasize their relevant experience. : Just



Company Profile:

URL: moneysenseseseattle.webs.com

Industry: Education

Employees: 1

Founded: 6/20/2011

Contact:

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Work: (425) 482-4485

Financial Information (USD):

Company Stage: Concept Only

Previous Capital: 0

Monthly Net Burn: 0

Pre-money Valuation: 0

Capital Seeking: 0

Additional Information:

Management:

Akshay Chalana, Manager

Advisors:

Lawyer: Akshay Chalana

Accountant: Akshay Chalana

Investors:

Referred By:

Vikram Chalana

MoneySense

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me, Akshay Chalana, though my parents, Vikram and Vandana Chalana are advisors and potential volunteers. I have experience with Junior Achievement, a similar program that mostly teaches about business rather than money sense (both teaching and being a student in the program). Both my parents similarly have experience being a volunteer doing exactly what our volunteers would do in schools.

What is the type of your organization? Non-profit; registered 501c(3); for-profit B-corp.; for-profit C-corp.; etc.: Non-profit.

Can we promote your organization or program in advance of the SIFP event to the general public? Please attach any material (videos, etc.) that wish for us to use in such promotion.: Yes. please.

Are you a High School or College or Graduate School student?: I am a High School student (Freshman this year).