

Bringing FINANCIAL ENTERTAINMENT To America

A National Scale Tool

Traditional Financial Education is boring.

It's not just our opinion: Millions of Americans struggle to engage with personal finance concepts, not because they are unimportant, but because doing so feels too tedious and dull to be worth the effort. But it doesn't have to be this way. Bring on Financial Entertainment: an enjoyable way to learn about finance through games.

FE GAMEPLAY HAS EXPLODED

587,000 game plays



HAVE GENERATED

106,390

hours of total play

ACROSS

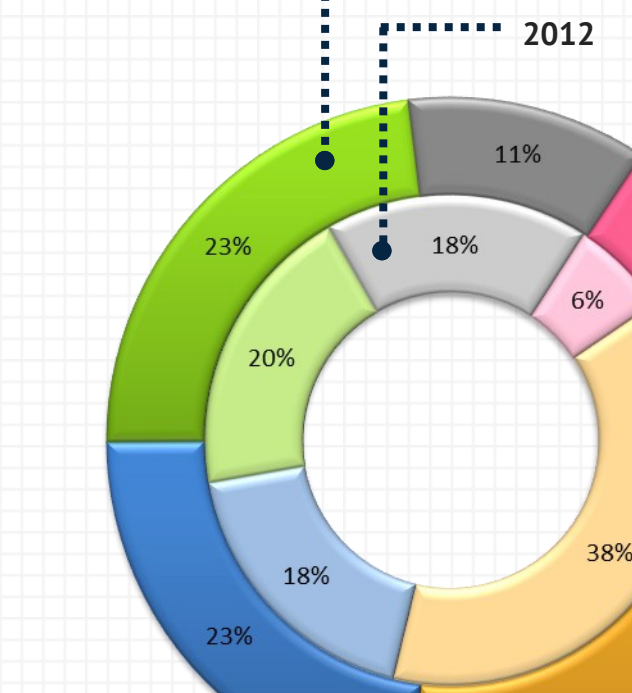
all 50 states

AND THIS

national

USER BASE IS

Growing



35% of our total plays come from returning users ;
65% come from first time users.

FE games captivate our audience! We convert 59% of visitors to players and an additional 36% try a game.



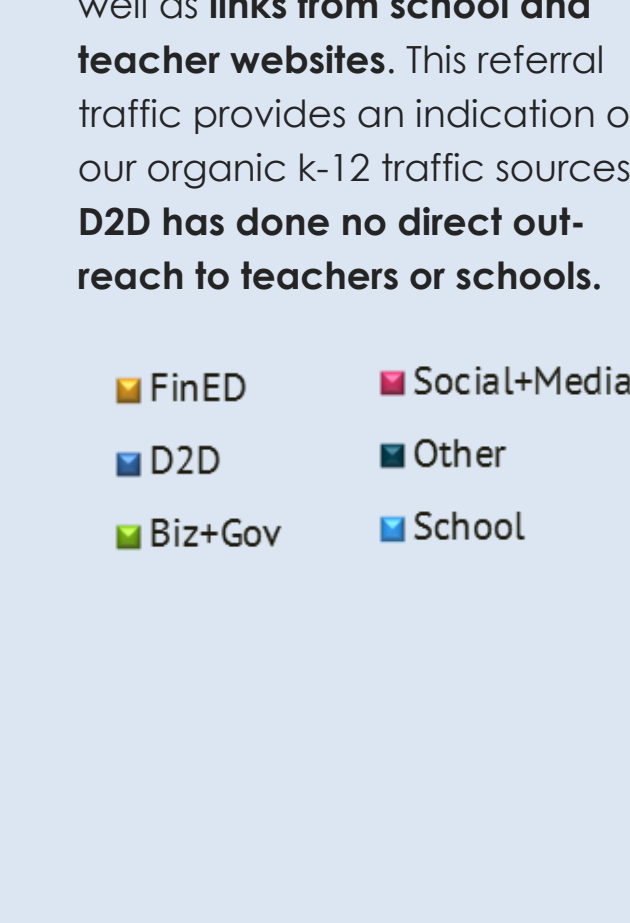
25,000 registered users

Players are playing **more than one game** in a visit; sometimes two or three.



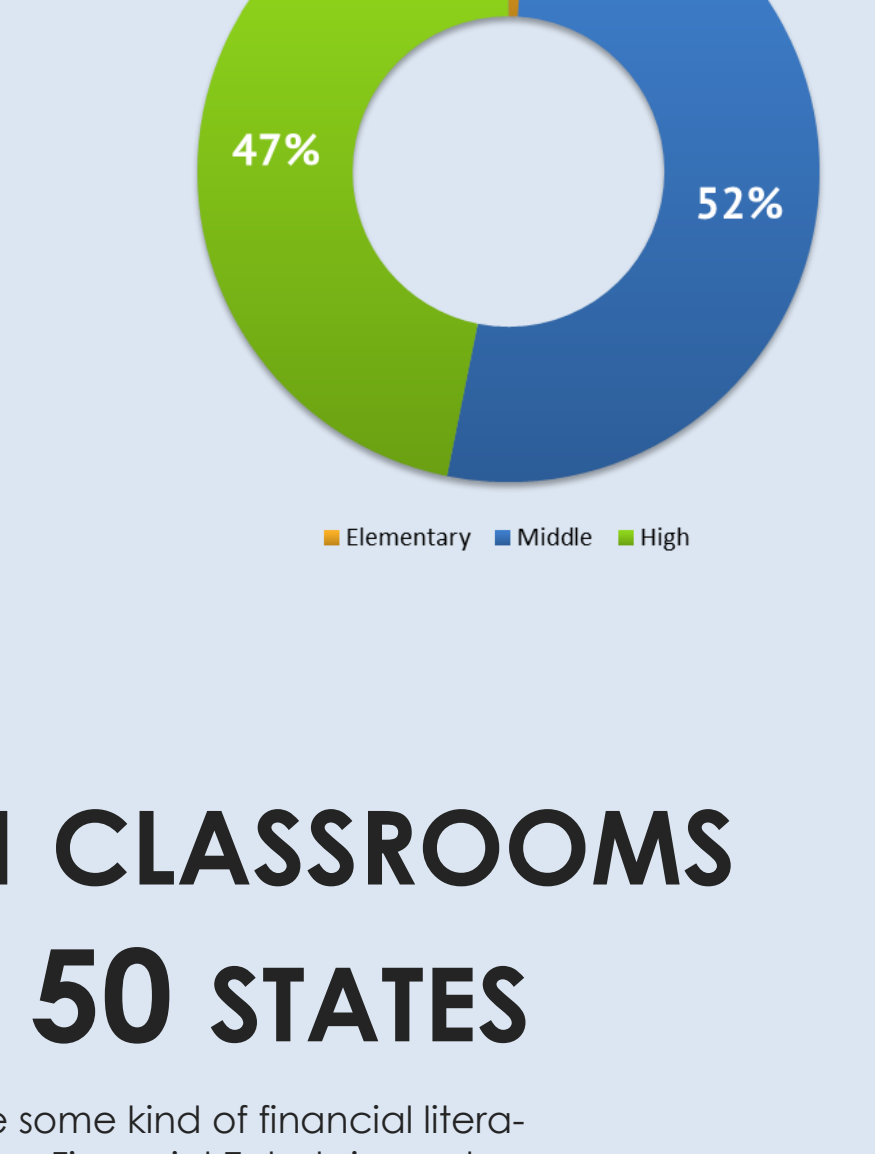
Our most popular game is **Celebrity Calamity**, and **Farm Blitz** and **Bite Club** enjoy a solid following.

WITH THE support OF OUR partners



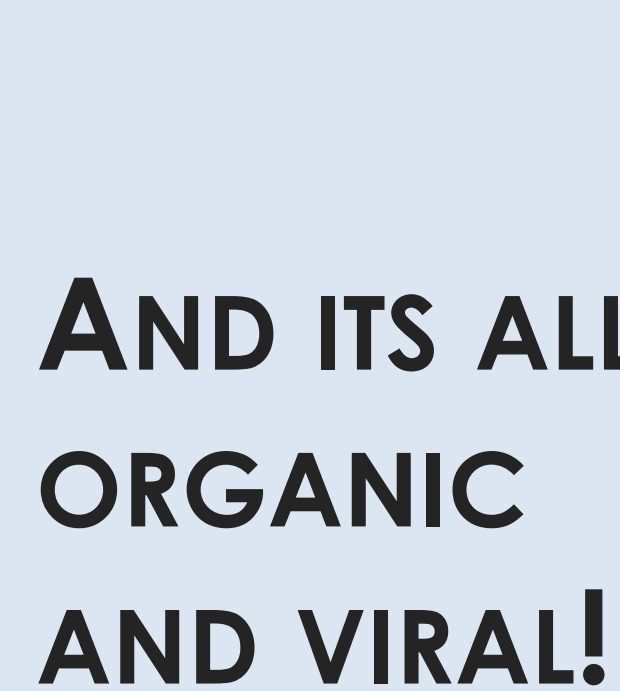
OUR WORK HAS IMPACTED THE K-12 SPACE

Financial Entertainment derives the majority of its traffic from Financial Education websites, as well as links from school and teacher websites. This referral traffic provides an indication of our organic k-12 traffic sources. D2D has done no direct outreach to teachers or schools.



We have almost 450 referrals from elementary, middle, and high schools. Elementary schools are testing the field, while middle school and high school have well established usage.

REFERRAL LINKS



SESSIONS PLAYED

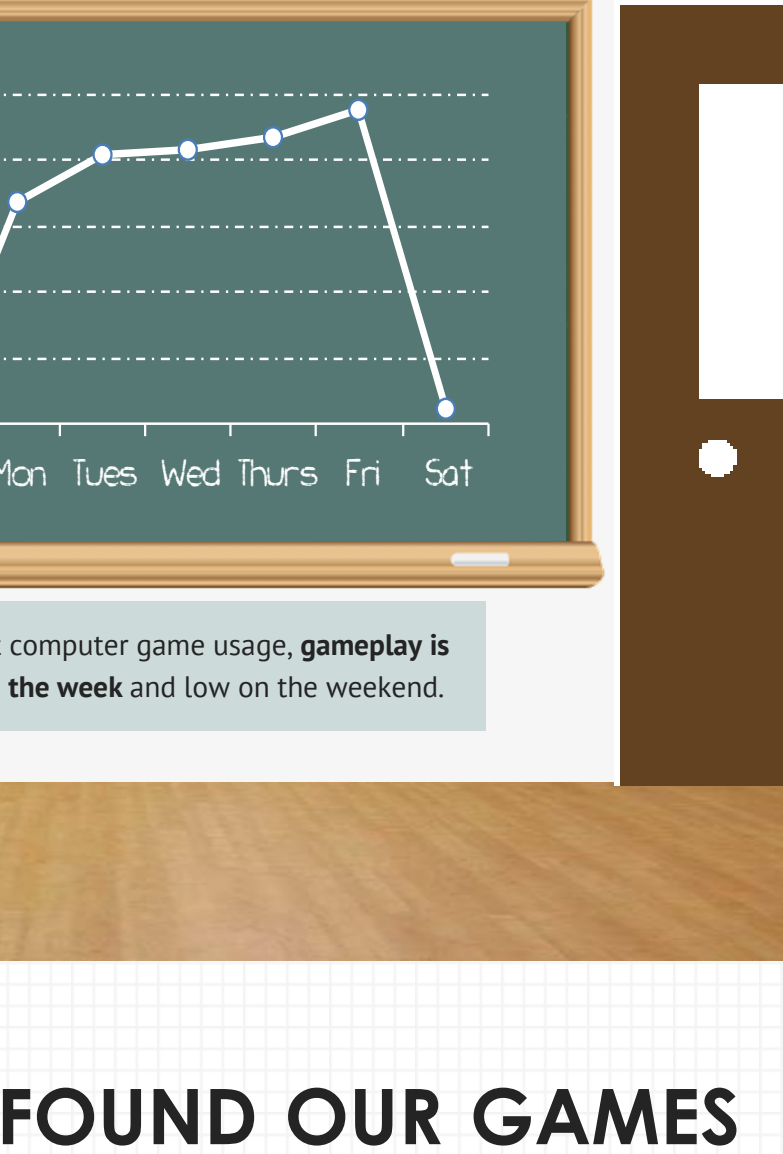


WE ARE IN CLASSROOMS IN ALL 50 STATES

22 states require some kind of financial literacy training. Our Financial Entertainment games are played in all of them.

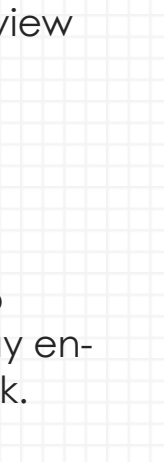


AND ITS ALL ORGANIC AND VIRAL!



THE MAJORITY OF FE PLAYERS HAVE A K-12 SCHEDULE

82% of game play happens during school hours. Unlike most computer game usage, FE gameplay is high during school day, not during after school hours.

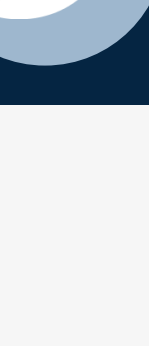


TEACHERS HAVE FOUND OUR GAMES FLEXIBLE, USING THEM IN A VARIETY OF DIFFERENT WAYS IN THE CLASSROOM



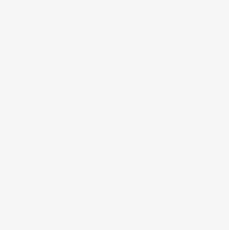
Contextualized Activity

Games are incorporated into a lesson plan. Concepts taught in the game are explained during the lesson.



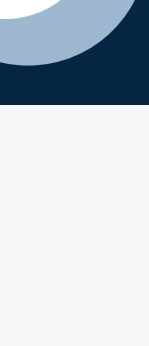
Main Activity

Game is used as a main learning component in the classroom. Game is sometimes used to teach new concepts or to review a concept that was recently learnt.



After lesson Activity

Games are used as an appropriate way for students who have completed the main lesson plans to continue to stay engaged in the material while other students finish their work.



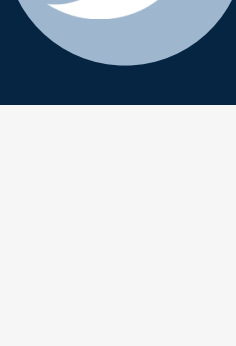
Supplemental Activity

Games are used as additional practice for students who are interesting in reviewing them after class.



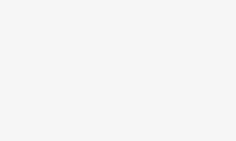
PARTNER WITH US

E-mail us at: financialentertainment@gmail.com



PLAY OUR GAMES

Online at: www.financialentertainment.org



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