

RAMP IT UP

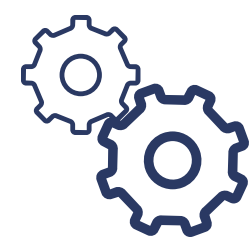
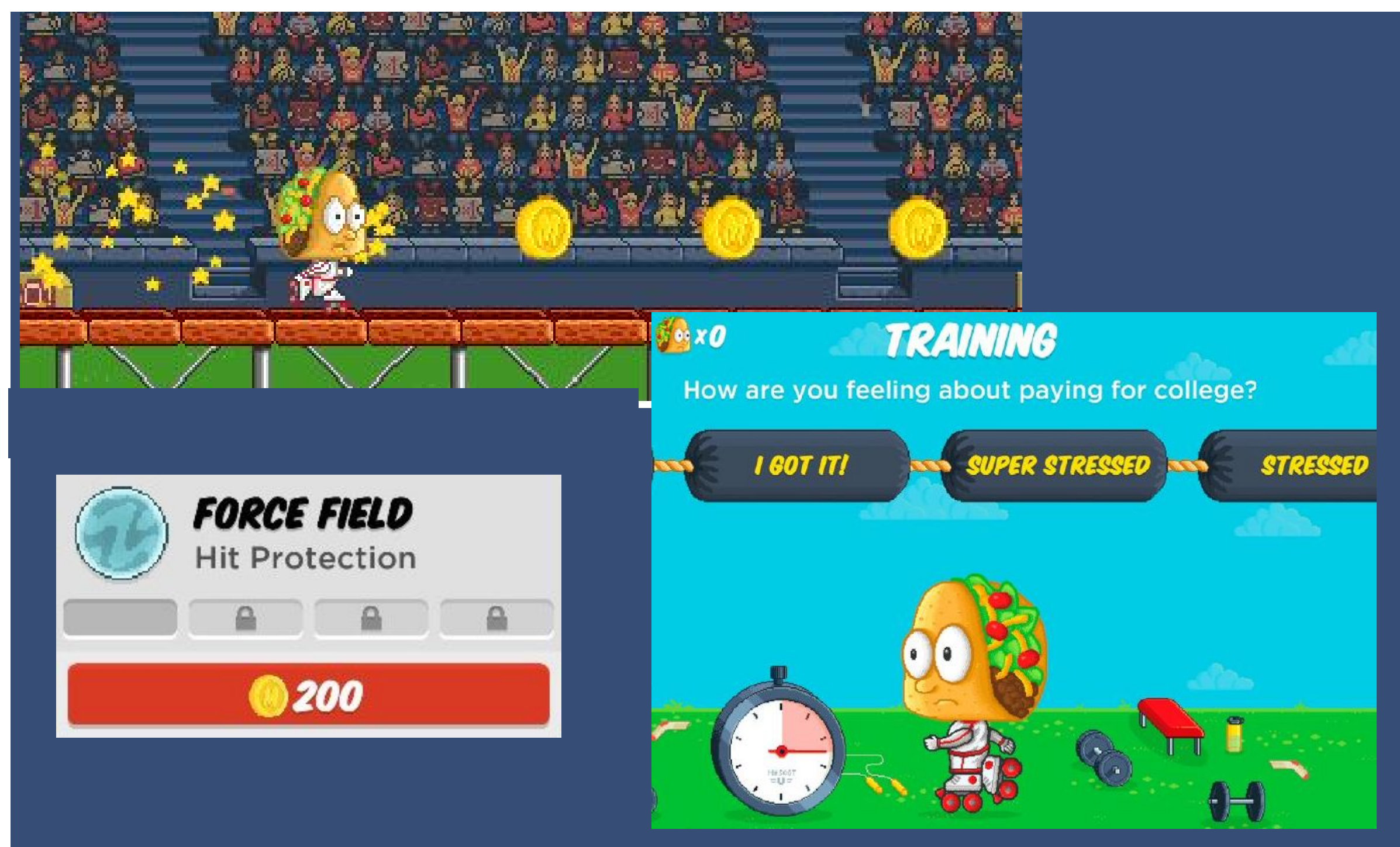
a gamified college financial readiness app by **commonwealth**



BACKGROUND

High cost and complicated financial aid processes limit access to higher education, especially for students from low-to-moderate income households. Ramp It Up aims to impart **college financial readiness**: the knowledge and ability to navigate the challenge of paying for higher education.

Players begin as a taco avatar and jump to collect coins and power up through stadiums (levels) to become the most fearsome mascot on any campus! Each of the 4 stadiums introduces a new concept or resource such as FAFSA and gift vs. non-gift aid.



WHAT IS GAMIFICATION?

The application of game mechanics (such as levels, challenges, or points) in a manner that intrinsically motivates people towards an action or behavior that is not inherently game based.



OBJECTIVES

- **Reduce stress** by mixing content that requires mental focus with pure entertainment
- Develop baseline **financial capability**
- Introduce online **college financial resources** and how to use them

PILOT STUDY



Almost **1000 students** tested the app in Arizona, Delaware, Maryland, New York, and Pennsylvania



Pilot schools identified with the help of **partners** like Capital One's Student Banking Program and Arizona Serves



“I can’t believe you’re making something like this to help me. I didn’t think I could do it before, but **maybe I can.**”

- Ramp It Up player

SELECTED FINDINGS

STUDENT ENDORSED

78.2% of students would recommend Ramp It Up to others



INCREASED CONFIDENCE

69% of students reported an increased level of confidence about their ability to use websites and resources about college financing



INCREASED KNOWLEDGE

statistically significant improvements in actual knowledge about financing a college education

FOR MORE INFO: www.buildcommonwealth.org/work/ramp-it-up
REQUEST A DEMO: info@buildcommonwealth.org
PLAY: www.playrampitup.com

