



EVERFI Financial Capability

# Provide Critical Investment Education to Today's Youth



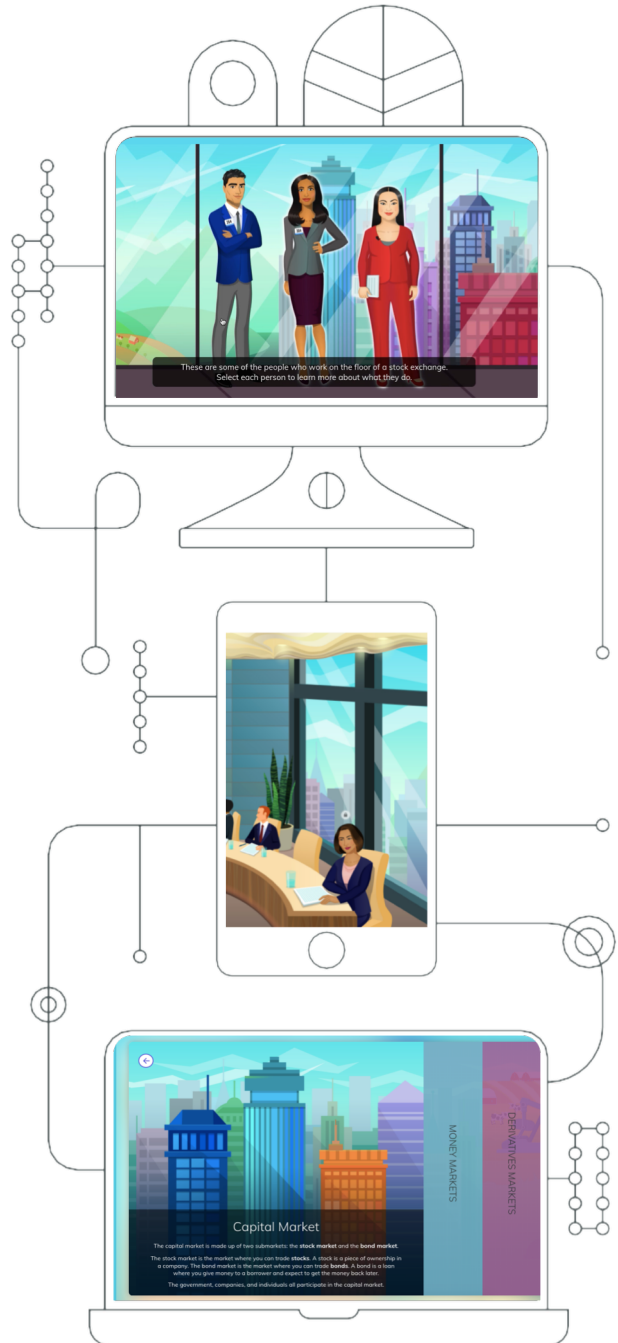
## Teach Students the Power of the Financial Markets

Understanding how markets work and knowing how to participate in them is critical for long term wealth creation. But most students lack access to this type of education, especially those in under-resourced communities. Empower students in your community with economic opportunity through a first-of-its-kind course that brings investment education to high school students.

## Strengthen Communities & Create Lasting Impact

*Marketplaces - Investing Basics* is a digital learning experience that equips students with an understanding of how the market works and the confidence to participate in it. Through an engaging, gamified learning experience, students blend economic concepts with investing topics to learn how the government, corporations, and individuals come together to participate in the financial marketplace. Students will emerge knowing how investing can have a powerful impact on their lives.

By partnering with EVERFI to bring *Marketplaces* to schools in your community, you have the opportunity to drive lasting impact and improve the financial capability of the students who need it most.





**Customizable**

Fully private-labeled learning platform that helps you promote your brand



**Scalable**

Digital education experience allows you to reach students at scale



**Interactive**

Best-in-class, personalized education engages student learners



**Measurable**

Knowledge gain data captures program impact and helps you reach future consumers

**Course Overview**

Through a self-guided learning experience, *Marketplaces* demystifies unfamiliar financial concepts and introduces students to the financial world through gamified exercises, investment simulations, and virtual career shadowing. This provides students with the confidence to participate in the marketplace.

**Module Topics**

**How The Market Works**

Students build an understanding of how the global economy and financial markets are connected to all parts of their lives.

**The Economy & Government**

Students analyze how policymakers make decisions to regulate the economy and the impact those choices have on the markets.

**Bringing a Company to IPO**

Students assist an entrepreneur in analyzing various financing options and navigating the IPO process.

**Personal Investing**

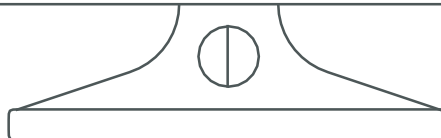
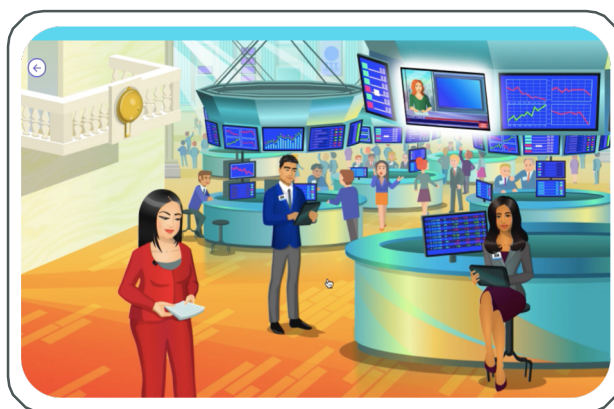
Students evaluate why and how to invest at different life stages and put their knowledge into practice through a gamified simulation.

**Quick Facts**

**Grade Level:** 9-12

**Length:** 5 Modules, 10-20 minutes each with accompanying lesson plans

**CTE Standards Alignment:** Aligned to state & national standards



EVERFI, Inc. is the leading education technology company that provides real-world education to learners of all ages through innovative and scalable digital learning. Some of America's leading CEOs and venture capital firms are EVERFI investors including Amazon founder and CEO Jeff Bezos, Google Chairman Eric Schmidt, Twitter founder Evan Williams, TPG Growth, The Rise Fund, Advance Publications, Rethink Education, and Rethink Impact.

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