

Personal Finance Games and Lessons Aligning with the Intuit Personal Finance Certification Exam.



Company History

We make learning fun! For 35 years we have specialized in providing experiential learning resources through our engaging and educational games and simulations that are now used by over 1,000,000 students per year.

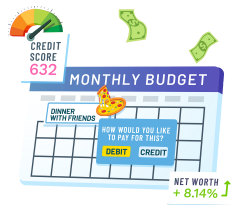
Our Platforms

Through our **PersonalFinanceLab** site for middle & high schools, and our StockTrak site for colleges, instructors set up a scenario where the student has a job, lives on his/her own, and is responsible for paying bills. Students receive a virtual:

- Checking account
- Savings account
- Credit card account
- An investment account

and then they play various games and simulations as follows.

Personal Budgeting & Money Management Game



Students immerse themselves creating a personal monthly budget and then playing a game where they practice their money management skills, trying to stay on budget, save, pay their bills on time, and increase their credit score. They learn to manage their weekly and monthly cashflows as they compete with their classmates to have the highest overall game score.

Stocks, ETFs, and Mutual Fund Game



Students can also receive, if the instructor chooses, a virtual stock brokerage account where they can research stocks, ETFs, bonds and mutual funds. They can make trades at real-time prices as they compete to see who can have the highest portfolio value.

Learn More and Access Free Trial

PersonalFinanceLab and StockTrak are trusted by over thousands of teachers and used in all 50 U.S. states, 9 Canadian provinces, and 22 countries. For over 30 years, we've been providing top financial education tools to help students gain real-world money management skills. Try it for yourself with our Teacher Test Drive, or book a demo to see how we can support your classroom.

Integrated Curriculum

Our platform and lesson library are aligned to state and national financial literacy standards established by the Jumpstart Coalition and the Economic Council for Education as well as all 50 states. Over 300 lessons are included in your access to PersonalFinanceLab, all of which are designed to facilitate gameplay and increase engagement as well as retention of financial literacy standards. Of the countless financial literacy topics, six are considered "Pillars of Personal Finance." These pillars are listed below as well as a couple of example lesson title from our library that align with these topics.

Pillars of Personal Finance

1. **Earning Income**
 - a. What is Money?
 - b. Income and Compensation
2. **Spending**
 - a. Researching Spending
 - b. Managing Bills
3. **Saving**
 - a. Spending and Savings Plans
 - b. Paying Yourself First
4. **Investing**
 - a. Why Invest in Stocks?
 - b. Building a Diversified Portfolio
5. **Managing Credit**
 - a. Using Credit
 - b. Good Debt, Bad Debt
6. **Managing Risk**
 - a. Life Insurance
 - b. Homeowners Insurance



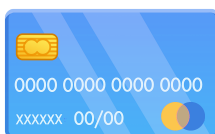
Learning Outcomes

Here's the proof: pre/post test results indicate strong improvement in many personal finance topics

3X
Investing Score
Improvement
Students improved their
investing score by **191%**



3X
Credit Score
Improvement
Students improved their
credit score by **118%**



Ease of Use/Support for Teachers

Teachers have a dedicated account manager plus access to course outlines, lessons plans, how-to-videos, and many other tools to make integration easy.



30%

Savings & Income Score
Improvement



51%

Credit Score
Improvement



70%

Investing Score
Improvement

For more information contact your Certiport Representative or go to www.certiport.com



STOCK|TRAK
FINANCE. EDUCATION. GAMIFIED.

CERTI|PORT

A PEARSON VUE BUSINESS