Project Team: Spondulics Specialists

Daniel Moraes, Ana Velez, Denzel Luna and David Pabon

ELEVATING FINANCIAL CAPABILITY FOR ALL
Spondulics
Business Plan

Elevate Financial Capability
Background

**Americans’ grasp of financial literacy is slipping**
More people are unable to answer basic money questions

**Millennials see biggest decrease in financial literacy**
Knowledge gaps between younger and older Americans, by age group

Source: FINRA Investor Education Foundation
Agenda

01
Executive Summary
An Overview of Spondulics

02
Company Overview + Business Description
Who we are, What we do

03
Market Analysis
The Edutainment Market

04
Operating Plan
Execution of the Platform
Spondulics - Financial Edutainment
An FPP Initiative

- Spondulics is an internet streaming platform with diverse content that provides financial capability education.

- Spondulics will help to uphold FPP’s mission, to elevate financial capability for all.
To teach young adults valuable financial skills in an entertaining manner that will benefit them throughout their lives.
Company Overview & Business Description

01

Company Summary

I. Spondulics is a financial “edutainment” platform that helps individuals learn about financial capability.

02

Short Term Goals

I. Launch the platform by September 30

II. Keep funded for the next year

03

Long Term Goals

I. Consistent Content for all channels

II. Generate its own source of income.

04

Opportunity

I. Covid-19

II. Nation evolving and becoming increasingly digital
01 Pam & Dyalekt
Brunch and Budget.

02 Sherod Halliburton
The Truth About Credit

03 Red & Black Books
Sister Bestselling Authors

04 Pamela McCoy
CEO of BONASD Credit
Market Analysis

- Industry → Edutainment
- Target Market → Young Adults
- Need
  → $1.6 Trillion in Student Loans
  → 75% Increase In Average Student Loan Debt since 2004
  → Lack of financial literacy among students
Market Analysis

A Booming Market

The edutainment market is predicted to grow at a constant annual growth rate of 16.1% from 2018 to 2028.
Market Analysis

Growing Target Population

More Young Adults are using streaming platforms
**Strengths**
- Unique
- Reputation of Quality
- Known for quality education and dedication
- Working for a Great Cause

**Opportunities**
- Online workplace is growing (COVID)
- Prominent demand for financial education with youth

**Weaknesses**
- Lack of investors
- No pre-existing market
- Youth audience is difficult to attract

**Threats**
- Low barriers to market
- Youtube, other media platforms
Competition or Opportunity?

- Other Financial Literacy Programs
  - Lack Entertainment

- Practical Money Skills (VISA)
  - Not Visual

- Individual Content Creators
  - Benefit from Spondulics
Operating Plan

Key Customers
- Viewers
- Content Creators
- Sponsors

Forms of Revenue
- Advertisements
- Donations
- Merchandise

Our CEO
- Bill Mills is the President/CEO of FPP, a nonprofit dedicated to elevating financial capability for all.
UPCOMING EVENTS

Symposium Event Located In Casselberry

July 28th

Launching Spondulics

September 30th

Offering “Thank You” Gift Incentive to Pre-Launch Members

August 24-28th

Keep Utilizing Plans To Help Better Spondulics

October 1st - Future
Summary

- Spondulics will solve a major financial literacy problem in society
- Accessibility is free and covers a wide range of platforms which caters to a larger audience
- A fully immersive online learning experience about financial capability
THANK YOU

Questions? Contact:

bill@floridaprosperitypartnership.org
321-804-1FPP(1377)
spondulics.org

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