AGILE

Web2Learn
Open, social learning

DIGI EDU HACK 2024

LIFT:
LITERACY IN FINANCE TRAINING

8-9 NOVEMBER, 2024

# CURRENT ISSUE

**70% of refugees** struggle with financial management

Critical issue of insufficient financial literacy

Tools they need to thrive!

# THE SOLUTION

**WE PROPOSE DEVELOPING A DIGITAL FINANCIAL LITERACY APPLICATION FOR REFUGEES**

Gamified learning: money matters!

Money under control: a quest for refugees!

Engaging and interactive learning

**1,000 active users within the first six months!**

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INNOVATION

- Transforming Education Through Gamification
- Unique approach to financial education
- Culturally relevant, multiple languages
- Joyful experience in learning financial literacy!

# POTENTIAL

Our team is ready to implement the idea, including by establishing partnerships and attracting additional resources

- A future full of possibilities
- Ready for growth after the hackathon

- Three strategic partnerships within the next quarter
- Sky's the limit!

# BUSINESS MODEL CANVAS

## Key Partners
International Rescue Committee (IRC)
Financial Institutions (e.g., Kiva, local credit unions)
Educational Institutions (e.g., local universities and colleges)
Technology Partners (e.g., app development firms)
Online Learning Platforms (e.g., Coursera, edX)
Mentorship Networks (e.g., SCORE, MicroMentor)
Local Community Organizations (e.g., Catholic Charities, Church World Service)

## Key Activities
Developing engaging and educational content focused on financial literacy.
Creating a user-friendly app interface and ort.
Marketing theensuring technical supp app to reach potential users and partners.

## Key Resources
A diverse team of experts in finance, education, and technology.
Funding for app development and marketing efforts.
Partnerships with educational institutions and NGOs

## Value propositions
An interactive digital app for financial literacy tailored for refugees, featuring gamified learning modules that make education engaging and accessible.
Personalized learning paths that address the specific financial challenges faced by refugees.

## Customer Relationships
Building an online community for users to share experiences, tips, and support.
Regular updates and feedback mechanisms to continuously improve the app based on user input.
Providing online mentorship and support through chat or forums.

## Channels
Social media platforms (Facebook, Instagram, Twitter) for outreach and community engagement.
Partnerships with NGOs and community organizations to promote the app.
Webinars and online workshops to demonstrate the app's features and benefits.

## Customer Segments
Refugees seeking to improve their financial literacy and business skills.
Young entrepreneurs from refugee backgrounds.
Non-profit organizations and NGOs working with refugees.

## Cost Structure
Development costs for the app (design, programming, and content creation).
Marketing expenses to promote the app and reach target audiences.
Operational costs, including staff salaries and maintenance of the platform.

## Revenue Streams
Subscription model for users seeking premium content or features.
Advertising partnerships with relevant organizations or services.
Grants and funding from NGOs or government programs aimed at refugee support.

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# IMPACT AND SCALE

- Empowerment through education
- Economic stability
- Entrepreneurial opportunities
- Integration into society
- Wider reach across communities
- Collaboration with organizations
- Multilingual and culturally relevant content
- Integration with other services

# NEXT STEPS

- Review Hackathon outcomes
- Refine the concept
- Form strategic partnerships
- Develop a prototype
- Iterate based on feedback
- Plan for launch
- Seek funding and resources
- Scale up the solution
- Monitor and evaluate impact

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# OUR TEAM

**Mykola Sierhieiev** Expert in business development

**Oksana Shatilo** Expert in financial literacy

**Natalia Semeniuk** Expert in marketing (refugee in Denmark)

**Anna Hlyniana** Expert in digital marketing (UA student in Spain)

**Olha Fedoruk** Expert in IT and AI technologies (refugee in the United Kingdom)

**Vitalii Mietolkin** Expert in business modeling

**THANK YOU**

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