

ADULTING 101

Adulthood 101 is an informative website and mobile app that connects and teaches young people personal finance knowledge.

Goal: Featuring lessons from experts and a social hub to ask questions, Adulthood 101 aims to provide basic and useful financial information to help young people become “real adults” with financial independence.

Current Market: Based on an online survey to our target group, Adulthood 101 found more than 60% of respondents admitted that they lack basic finance knowledge and more than 70 % respondents do not know where to start though they are willing to learn financial skills. Our team found that most students would utilize a platform that gives young adults financial knowledge.

Uniqueness: Different from other financial websites or apps, Adulthood101 is easier to understand and more young people focused. First, Adulthood101 aggregates all useful finance information and resources on one platform and invites professionals to design clear and easy lectures. These experts will create online courses in subjects ranging from taxes to budgeting. Second, Adulthood101 particularly focuses on young people. All finance lessons are based on real demands of young people and the app supplies a social hub for young adults, which allows them to connect and relate to other students.

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| Free Version (paid by ad revenue) | Limited online lessons about adulthood | Q & A/online discussions with other users | View advertisements from relevant brands |
| Premium Version (paid by purchasing bonus premium packages) | Unlimited online lessons taught by experts | Unlimited Q&A discussions with expert | No advertisements |

Personal finance is not an easy topic to learn, that is why Adulthood101 is the perfect solution. College students around the country will be using this platform and soon all young people will finally understand personal finance, giving them the confidence they need to enter adulthood.