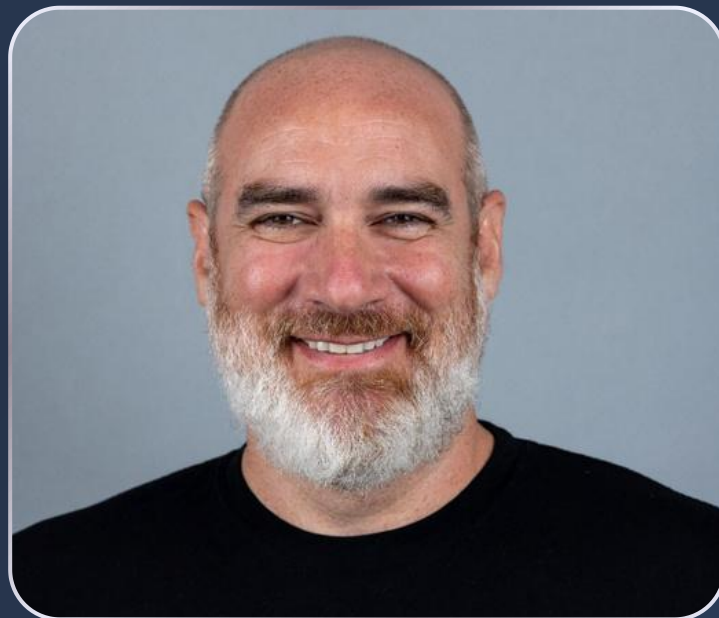




# JOB Games

Building a Financially Literate Generation



Jacob Black  
[LinkedIn](#)



Jerika Wiedhopf  
[LinkedIn](#)



Scott Weagley  
[LinkedIn](#)



[Click to watch a video](#)



# Big Problems Worth Solving

Young adults are expected to manage money...



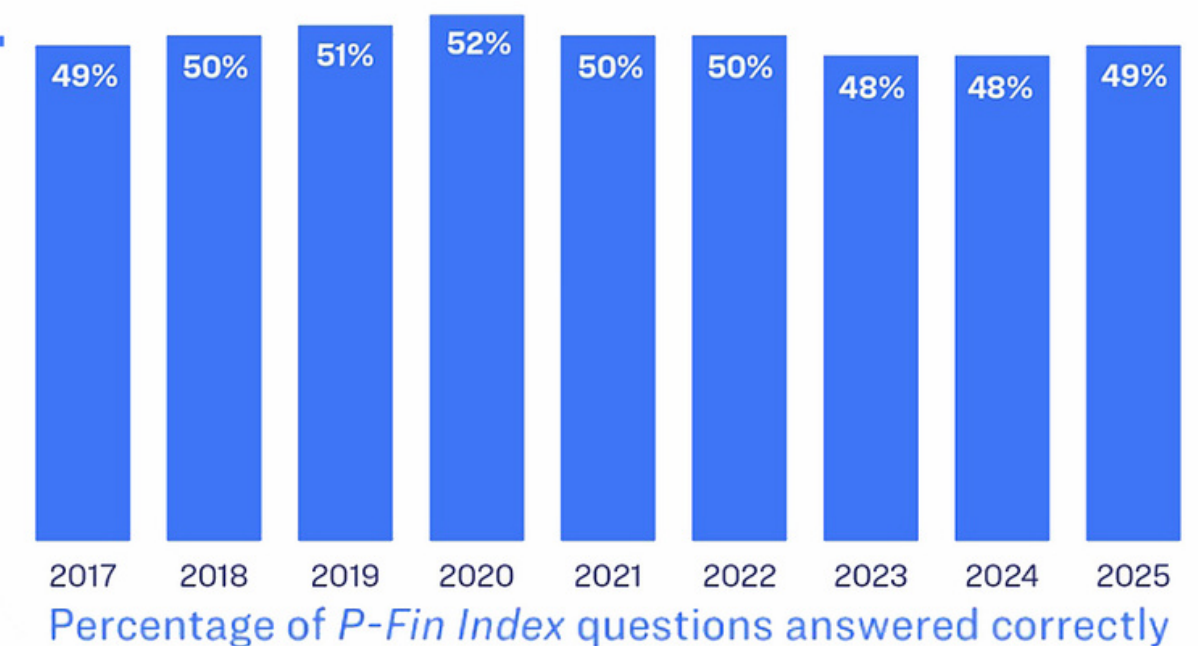
BUT how are they taught?

<https://www.tiaa.org/public/institute/publication/2025/financial-literacy-and-retirement-fluency-in-america>

FINANCIAL LITERACY AMONG U.S. ADULTS, 2017 TO 2025

100% -

50% -



## The gap in existing solutions

- X Financial education is boring
- X Math games are too elementary

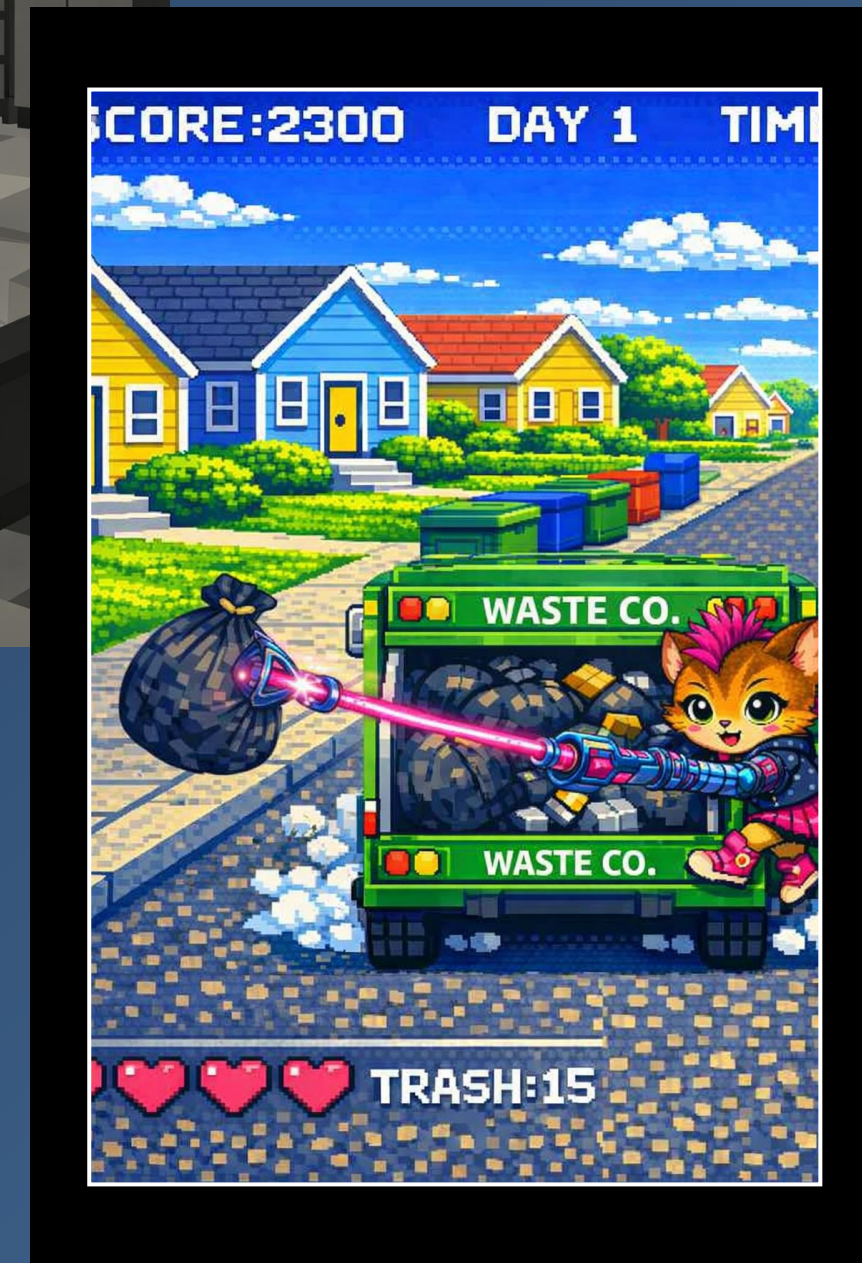
# FinApp Game Suites

✓ Engaging Story & Fun Minigames

✓ Two Games per Year

✓ Dashboard Reporting

- ✓ Confident Kids
- ✓ Smarter Choices
- ✓ Life Long Lessons

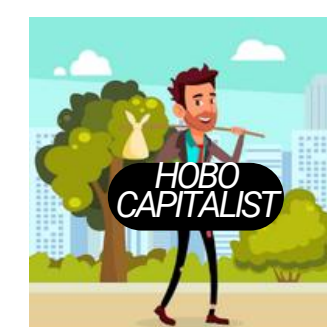


# Competition

TAM Educational Software: \$7,000,000,000

<https://www.businessofapps.com/data/education-app-market/>

Educational Games  
Dashboard Monitoring  
Math Games  
Custom Difficulty  
Financial Education  
Business Simulator  
Cute Creatures  
Age Bracket: 8-12



# Feasibility

## ✓ Development Roadmap (36 weeks)

Research & Design (4)

Alpha (12)

Testing (2)

Beta (12)

QA (6)

⋮

Simultaneous  
Dashboard  
Development (Y1)

**Validation** (Y1)

5k users

**Traction** (Y2)

50k users

**Growth** (Y3-Y5)

300k users

✓ Marketing Cost  
per Install : \$3

<https://mapendo.co/blog/mobile-games-cpi-2025>

✓ Revenue  
Y3-Y5:  
\$17,364,422

JOB GAMES

# Thanks for Your Time!



April 2026

# Appendix

# Financial Roadmap

TAM

\$7,000,000,000

SAM

\$5,180,000,000

SOM

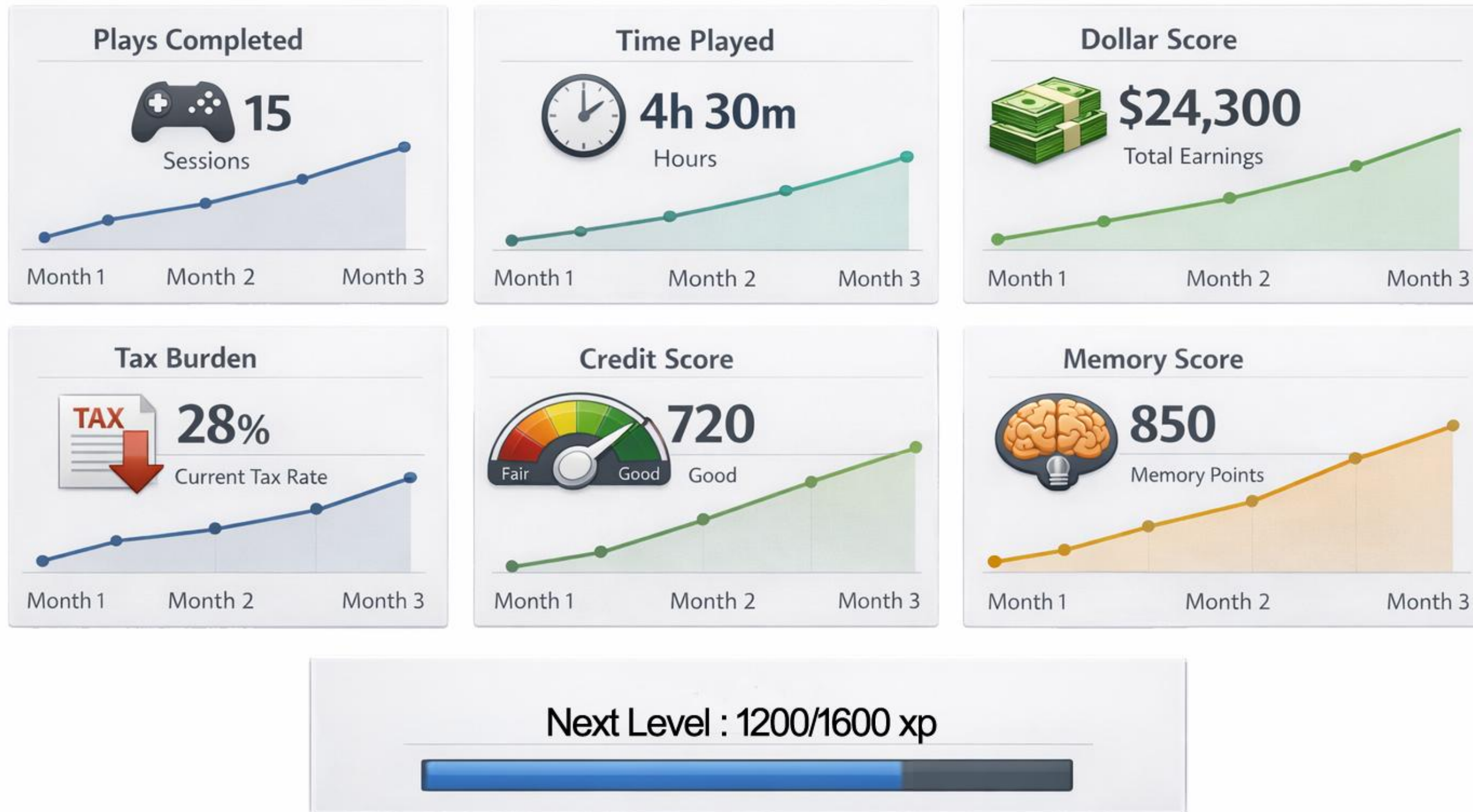
\$1,295,000,000

ROI is 30-40%

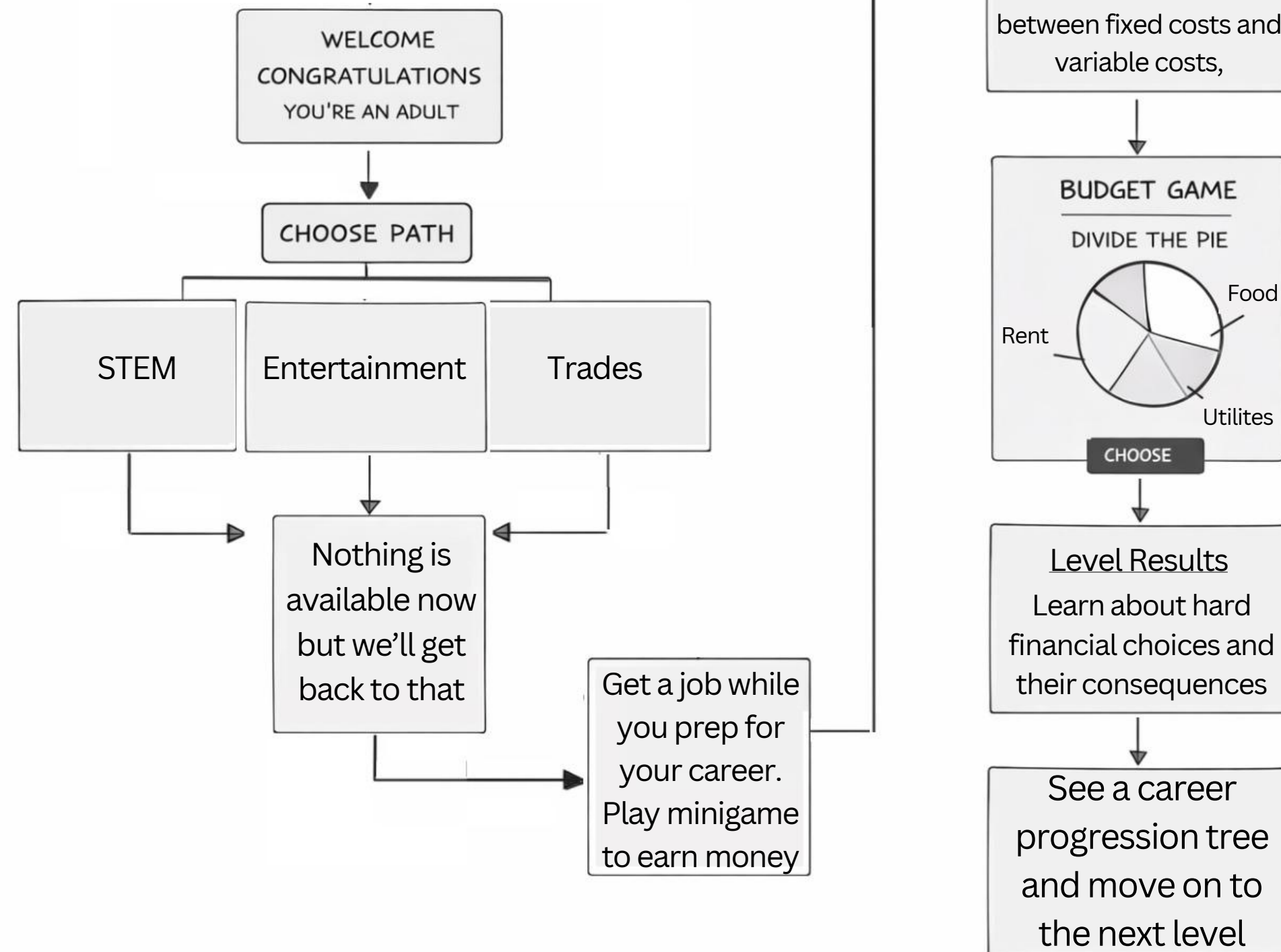
Break-even point is  
5000 users

Valuation around  
\$150,000,000

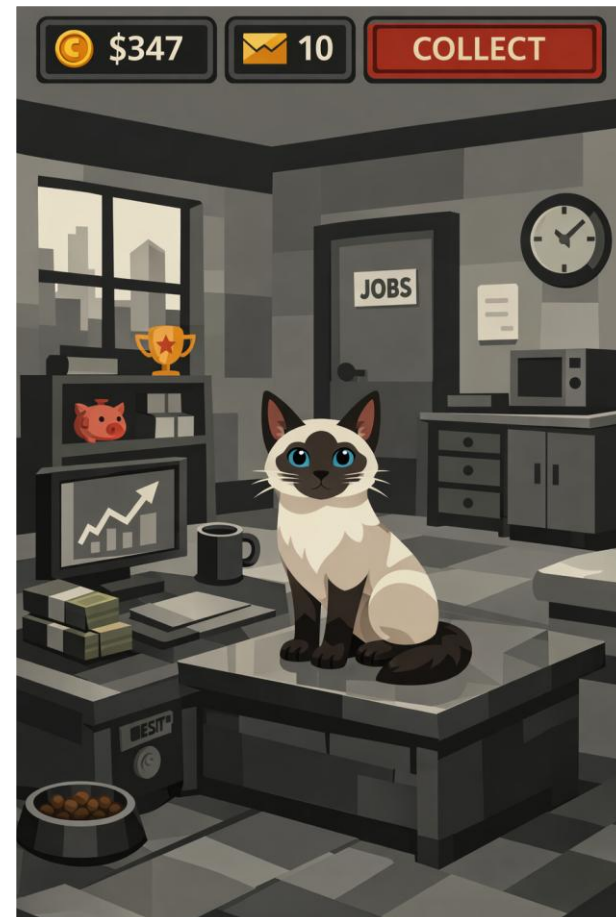
# Dashboard example



# Sample Game Flow



# Concept Art



# Competition

## screen shot examples

