

Zogo's Mission: to inspire youth to become financially savvy.

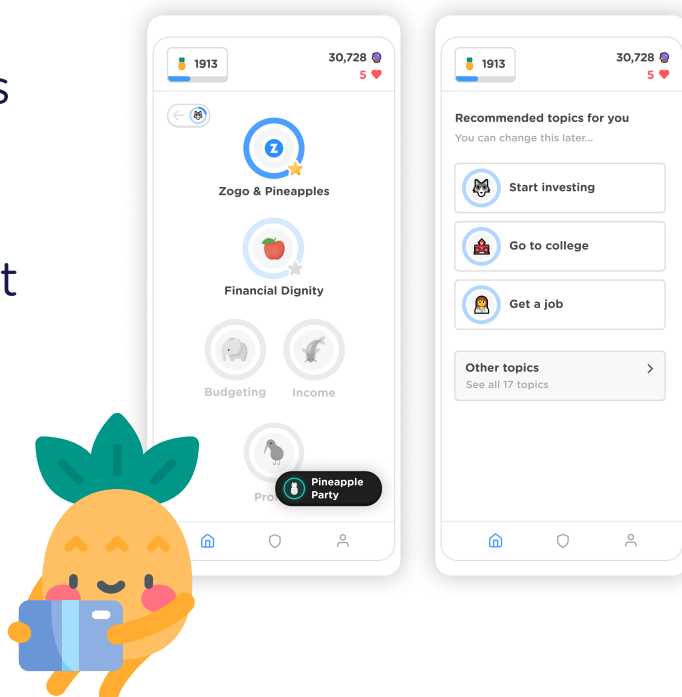
About Zogo:

Zogo is a financial technology company that teaches sound financial fundamentals with an app that rewards users to learn. Backed by Duke University's latest behavioral science research, the app comes complete with over 300 bite-sized learning modules.



Our Standards:

Our educational modules are developed in alignment with relevant curriculum frameworks at the national level (Jumpstart Coalition's National Standards in K-12 personal finance education).



Reimagine Financial Education

Education without limits.

It has never been easier to incorporate engaging financial literacy content into education. Zogo engages students far beyond classroom walls. Accessible, interactive, and digitized, Zogo is everything you need to encourage continued learning.



Turn financial literacy into a game, literally...

Give your students an interactive platform to test their knowledge. Zogo walks students through real world situations surrounding personal finance. Gamified, digitized, and situational, Zogo is the key to student engagement.



Reimagine Financial Education

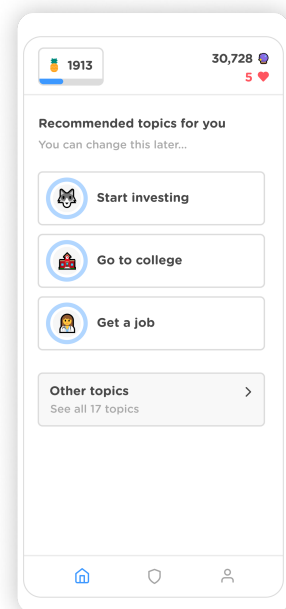
Real world situations, at your fingertips.

With over 20 different categories, your students can pick and choose which themes they want to learn about most. Whether it's "Opening a bank account" or "Building Credit." Zogo walks your students through real-world scenarios to prepare them for financial freedom.



Learning, just for you...

Our 20 categories allow for ease of navigation. All you have to do is choose a category that applies to your existing lesson plan, and let students work through modules in that theme! It's just that simple.



Real Rewards

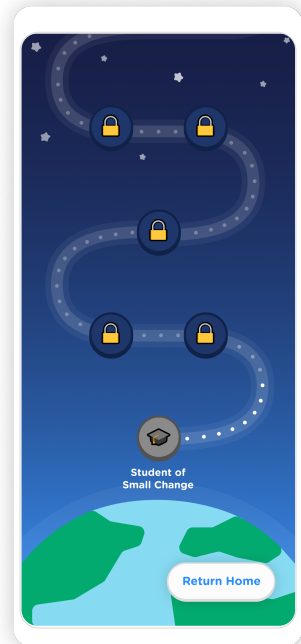
Learn & Earn

Along with learning financial literacy, your students gets real rewards along the way! With the ability to redeem a \$5, \$10, and \$15 gift card at stores like Amazon and Starbucks, Zogo allows students to earn while they learn.



Leveling Up

To make the redemption of rewards more manageable, your students are motivated by the user journey to the moon! From "Student of Small Change" to "Currency Conquistador", students are encouraged to keep working towards their goal with Zogo's game design principles.



The Zogo Difference



Features	Zogo	Others
Bite-sized lessons	✓	✗
Hundreds of lessons	✓	✗
Mobile accessibility	✓	✗
Content updated daily	✓	✗
In-app incentives	✓	✗
Leaderboard feature	✓	✓
Remote-learning proof	✓	✓



Take Action

So you're ready to take financial literacy to the next level with Zogo? Follow these simple steps:

Step 1:

Download Zogo from the app store and create an account using the unique institution access code.

UFCU

Step 2:

Choose Zogo modules from one of our 20 categories that align with your financial literacy goals.

 Start investing

 Go to college

 Get a job

Other topics
See all 17 topics



Step 3:

Now, have students download Zogo, creating an account with the institution access code as well.



Take Action

Step 4:

Have your student complete modules that align with their financial literacy goals.



Step 5:

Create a leaderboard by clicking the medal icon at the bottom of the screen. This will take you to the leaderboard.



Step 6:

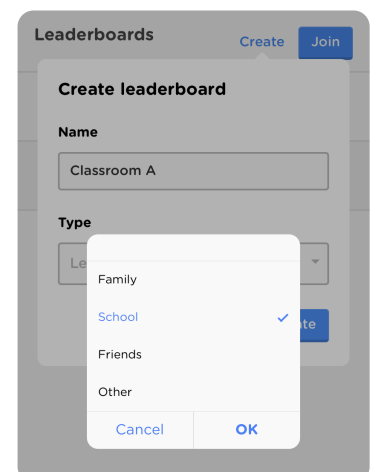
To make a leaderboard, press the "Create" button in the upper right-hand corner.

Create

Join

Step 7:

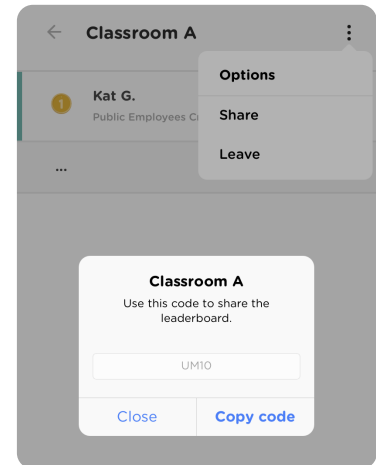
Now, you can name your leaderboard, and select the "School" category. Save the leaderboard by selecting the "OK" button.



Take Action

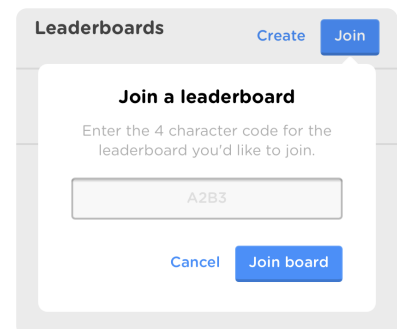
Step 8:

Now that you have made your leaderboard, share it! Click on the 3 dots in the upper right hand corner, and click "Share." A window will pop-up with your unique leaderboard code. Save this for later.



Step 9:

Now, have students and friends join the leaderboard. Have all students press the "Join" button. Share your code for them to input.



Step 10:

Have all students join the leaderboard by pressing "Join Board," and watch them level up.

Step 11:

Discuss via Zoom or in-person what everyone has learned, and how this applies to your existing fin-ed goals.

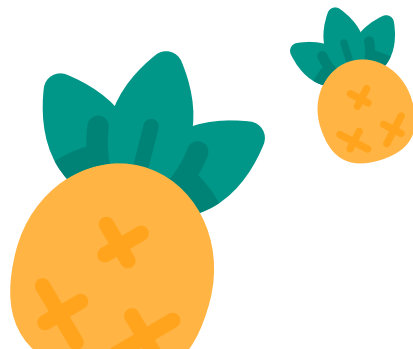


Content Overview

So you're ready to take financial literacy to the next level with Zogo? Follow these simple steps:

Content is divided into 20 categories. The idea? To prepare students for real world scenarios, surrounding the basics of personal finance.

- **Get familiar with financial institutions**
- **Open a bank account**
- **Get a job**
- **Save money**
- **Get credit**
- **Shop smartly**
- **Get insured**
- **Get health insurance**
- **Buy a home**
- **Buy a car**
- **Utilize government**
- **Repay your debts**



Content Overview (Cont'd)

- **Save for retirement**
- **Learn investment vocab**
- **Determine the value of investments**
- **Start investing**
- **Protect your investments**
- **Go to college**
- **Do your taxes**
- **Protect yourself from fraud**

