



## Press Kit | K12 Courses

### Venture: Entrepreneurial Expedition

#### About Your Initiative:

*Begin your press release with newsworthy information highlighting your Financial Education initiative or partnership. Be sure to include a date and any key information about your institution's goals.*

Month, Date, Year - **[INSTITUTION NAME]** is proud to announce the launch of **[PROGRAM NAME]**, a new personal finance education program. **[INSTITUTION NAME]** is collaborating with education technology company, EVERFI, Inc., to launch the financial education initiative in:

- # of schools across our footprint
- # of counties across our footprint
- # of states across our footprint

The institution aims to reach **[# OF STUDENTS]** annually through cutting-edge web-based instruction offered in classrooms.

#### About Your Mission:

*Your second paragraph should include more information about your mission or commitment to entrepreneurship and entrepreneurial thinking. This is an ideal space to communicate ideas through a quote from a senior executive or stakeholder.*

**[INSTITUTION NAME]** recognizes that the workforce of tomorrow will be more flexible, independent, and entrepreneurial. As students prepare for their careers in this new economy — as employees or business owners — they will need a very different set of skills than what has been taught in the past. **[INSTITUTION NAME]** is proud to equip students with skills in critical thinking, problem solving, and other entrepreneurial traits that will be essential for them to succeed.

#### Include a quote from a Senior Executive or Stakeholder to cover:

- Emphasis on your institution's commitment to entrepreneurship in the community.
- Importance of reaching middle and/or high school students with entrepreneurial thinking skills an education.
- Larger impact that your institution hopes to make by supporting middle and high school students today.

### **About the Course:**

*After highlighting the initiative goals and a quote from a senior executive, transition to cover the unique details of the course.*

**[PROGRAM NAME]** focuses on building and empowering the next generation of business owners and entrepreneurs by guiding them through the creation of a business plan. The web-based course allows students to move through 30-45 minute modules at their own pace. The platform uses case studies, interactive business simulations, and personal development activities to teach students how to think entrepreneurially in business and in life. Each course module provides bite-sized instructional animations that make the topics approachable and relatable. Topics include balancing a budget, managing a team, and creating a business pitch.

The platform uniquely tracks the progress and performance of every student. Educators are able to see real-time data on student performance, while the technology aggregates crucial data on hours of learning completed and knowledge gains.

### **Financial Education Statistics:**

*Include third party research to lend credibility to your initiative announcement and executive quotes.*

- By 2020, at least 40% of America's workforce will be entrepreneurs, freelancers or contractors. [Source](#).
- 54% of Millennials either want to start a business or have already done so. [Source](#).
- Only 43% of parents describe themselves as "well prepared" to discuss money with their children. [Source](#).

### **Program Impact**

*If your program is more than a year old, or you have gathered early impact numbers from your EVERFI Customer Success representative, think about highlighting the impact.*

- **Knowledge Gains.** Ex: Students who completed **[PROGRAM NAME]** increased their scores on entrepreneurial thinking assessments from **[a D average to a B+]**
- **Cumulative Reach:** Ex. The program has already helped **[more than 100 schools]** in the regional to provide quality, easy to implement entrepreneurship education.
- **Attitudinal Changes:** Ex. After taking the course, **[nearly 70% of students]** reported to feeling more confident about starting their own business in the future.

### **Quotes from EVERFI Executives:**

*You are welcome to include the following quotes from EVERFI executives in your press release.*

“Every day in schools across the country, EVERFI works with teachers and students to bring these lessons to life harnessing the power of technology. Whether it’s saving for the future or financing a student loan, it is vital that we empower all young people to prioritize financial wellness” said EVERFI Co-Founder and President of Financial Education, Ray Martinez.

“It’s imperative that today’s students are better prepared for their financial futures, and we’re grateful to our many private-sector partners that have stepped up to be part of the solution.” said EVERFI CEO Tom Davidson

**About EVERFI**

*The following boilerplate language should be used in the “About EVERFI, Inc” section of your press release.*

EVERFI is the leading education technology company that provides learners of all ages education for the real world through innovative and scalable digital learning. EVERFI powers community focused financial education for 750 financial institutions across the country. Founded in 2008, EVERFI is fueled by its Software-as-a-Service (SaaS) subscription model and has certified over 18 million learners in critical skill areas. Some of America's leading CEOs and venture capital firms are EVERFI investors including Amazon founder and CEO Jeff Bezos, Google Chairman Eric Schmidt, Twitter founder Evan Williams, TPG Growth, The Rise Fund, Advance Publications, and Rethink Education, and Rethink Impact. The EVERFI Education Network powers more than 4,300 partners in their education initiatives across all 50 states and Canada. Learn more at [everfi.com](http://everfi.com).