

# Bank of America's Kid Business Program

Providing America's kids with the financial education they'll need for our evolving economy.

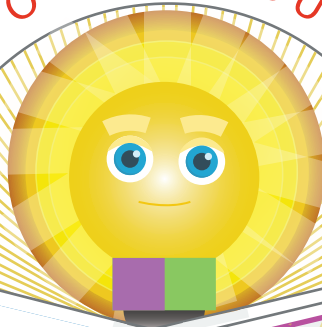


# Bank of America's Kid Business Program

21<sup>st</sup>-Century Skills

Financial Literacy

START YOUR 1<sup>st</sup> BUSINESS!



BANK OF AMERICA 

# Entrepreneurship

Introduce your students to business!

BANK OF AMERICA 

## Online Program Overview

KidEntrepreneurship.com specializes in introducing children to the creative, engaging world of entrepreneurship.

The world's economy is evolving and Forbes magazine predicts that by 2027, 50% of jobs will be freelance/contractors (not employees).

Does Bank of America teach the entrepreneurial and financial literacy skills needed by kids to be successful in the future?

Our online program teaches these skills to children through an interactive curriculum providing kids the opportunity to start their first business.

Customers look to your bank as a leader in guiding businesses. You can invest early in the lives of your future customers by providing this critical education.

**Our program can increase Minor Savings accounts and promote future Bank of America customer loyalty.**

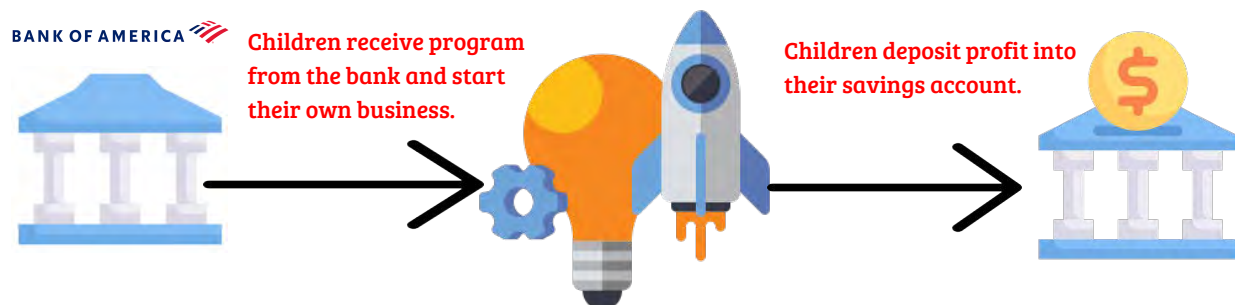


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# BANK OF AMERICA



Business Launch Plan (5 - 8 years old)	Business Launch Plan (9-13 years old)	Business Launch Plan (14 - 18 years old)
<ul style="list-style-type: none"> <li>• <i>5 sections / 1hr each</i></li> </ul> <p>Introduce young children to the exciting world of entrepreneurship.</p> <p>Children will read two books that follow the stories of a girl and boy who each start their own businesses.</p> <p>Children will then use a business builder to help them create their own business idea. Kids will then present their idea to their parents.</p> <p>Finally, kids will be encouraged to deposit into their bank savings account from their business activity.</p>	<ul style="list-style-type: none"> <li>• <i>16 Sections / 1hr each</i></li> </ul> <p>Introduce children to the exciting world of entrepreneurship.</p> <p>Dwight the Light Bulb will guide children as they build their first business plan. They will develop a business plan that includes their target market, cost analysis, marketing strategy, and more! Kids will then present their idea to their parents.</p> <p>Finally, kids will be encouraged to deposit into their bank savings account from their business activity.</p>	<ul style="list-style-type: none"> <li>• <i>16 sections / 1hr each</i></li> </ul> <p>Introduce teenagers to the exciting world of entrepreneurship.</p> <p>Building on the previous 9-13 year old program, this version also teaches students entrepreneurial skills such as prototyping, time management, selling, closing, and negotiation. Kids will then present their idea to their parents.</p> <p>Finally, kids will be encouraged to deposit into their bank savings account from their business activity.</p>







## **Proposed Partnership with KidEntrepreneurship.com**

An online license will be automatically granted to existing and new Bank of America Minor Savings accounts.

A license can also be given to other Bank of America accounts (ex. housing loans) to encourage those who have children to open a Minor Savings account if they have not already.

Kids and teenagers will benefit from having a valuable online program, especially during these tough times of social distancing.



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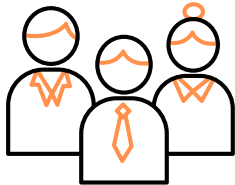
***Increase your kid savings  
account opens and deposits.***



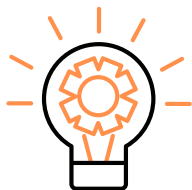
## Program Benefits for Bank of America



**Added Value:** The Bank of America Kid Business program will establish itself as a key marketing differentiator for the bank and position itself as a powerful marketing tool. It can lead to more sign ups for kid savings accounts, more deposits, and increased customer engagement.



**Customer Loyalty:** Adult consumers will remain loyal as they perceive tangible value for their children. Financial education and entrepreneurship will add value beyond the loan, offering you progressive improvement in value.



**Social Impact:** A positive social impact by offering a world-class program at hand: Bank of America will be seen as a progressive thought leader and will align with national goals.



**Adding Value to Corporate Payroll Accounts:** Provides added value to new corporate salary accounts. The partnership could well help acquire more corporate accounts as corporate HR can now see a discernible distinction. Companies will also prefer to pass this benefit on to their employees.



**Reduced Marketing Expense:** An investment in a KE license is cheaper than the cost of acquiring conventional accounts, giving banks an improved ROI on their advertising budget. Since there is a price cap on the product, ROI can be viewed as a constant along with your existing variable for account acquisition. The value-added association will reduce the total cost of ownership of the account.