

KidEntrepreneurship.com™

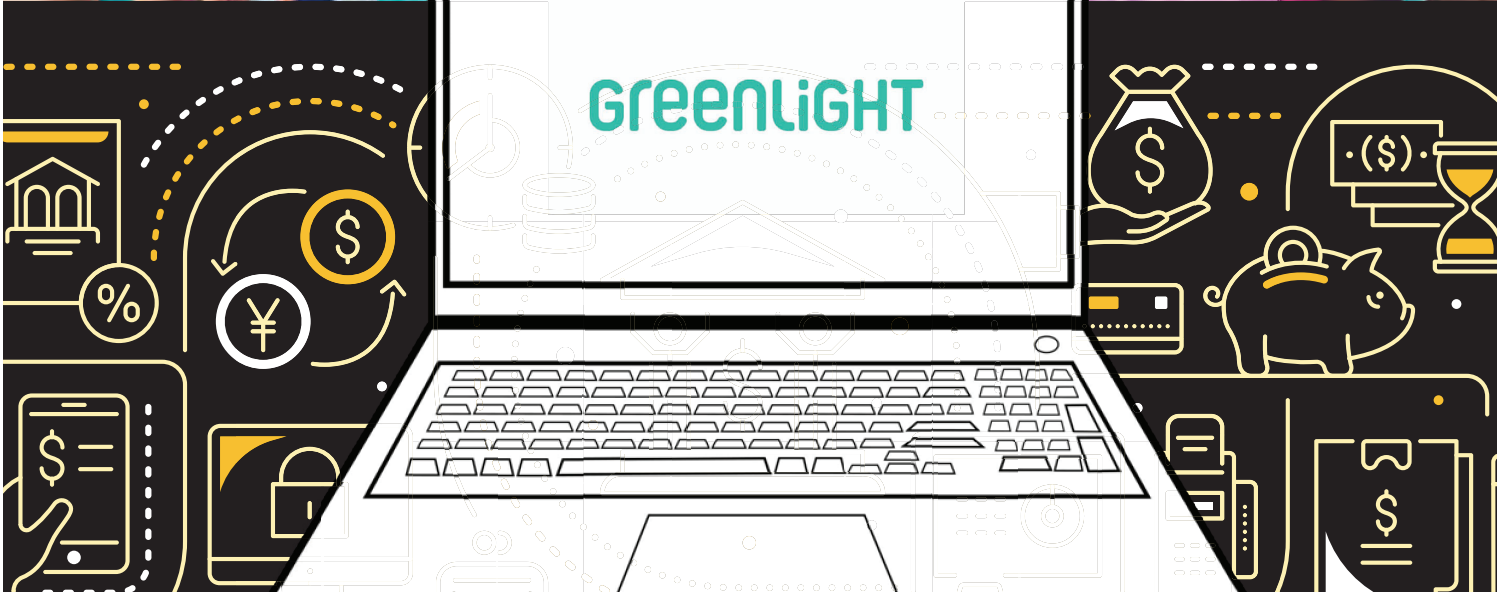
Partnership Proposal

Greenlight's

Kid Business Program



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



Contact information: info@kidentrepreneurship.com | 949-351-6141 | www.kidentrepreneurship.com

Greenlight's Kid Business Program

21st-Century Skills

Financial Literacy

START YOUR 1st BUSINESS!

GreenLIGHT

Entrepreneurship

Introduce your students to business!

GreenLIGHT

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 Greenlight teach the entrepreneurial and financial literacy skills needed by kids to be successful in the future?

Our online program will teach your kid and teen customers how to start their first business through an interactive launch plan.

A Greenlight Kid Business Program can increase accounts, increase deposits, retain customer loyalty, promote future entrepreneurship activity in America, and brand the company as a leader in financial literacy education for children.



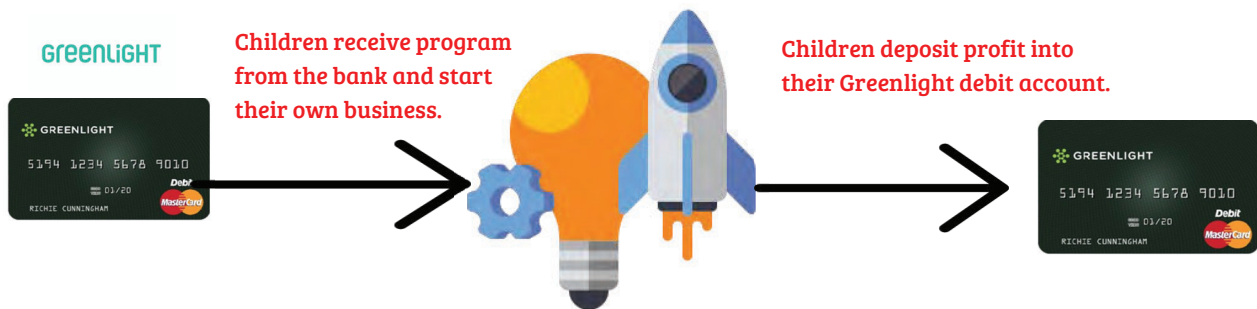
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Greenlight



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"> 5 sections / 1hr each <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 Greenlight account from their business activity.</p>	<ul style="list-style-type: none"> 16 Sections / 1hr each <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 Greenlight account from their business activity.</p>	<ul style="list-style-type: none"> 16 sections / 1hr each <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 Greenlight account from their business activity.</p>



Greenlight

Proposed Partnership with KidEntrepreneurship.com

Greenlight will receive a branded KidEntrepreneurship.com program called the Greenlight Kid Business Program.

A Greenlight Kid Business Program license will be automatically granted to existing and future Greenlight accounts. The aim of the program will be for children to create their first business, sell their product or service, then deposit their profits back into their Greenlight debit card.

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



Greenlight

*Increase your account
opens and deposits.*

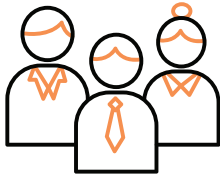


Greenlight

Program Benefits for Greenlight



Added Value: A Greenlight Kid Business program will establish itself as a key marketing differentiator for the company and position itself as a powerful marketing tool. It can lead to more sign ups for kid accounts, more deposits, and increased customer engagement.



Customer Loyalty: Parents will remain loyal as they perceive tangible value for their children. Financial education and entrepreneurship will add value beyond the debit card, offering Greenlight progressive improvement in value.



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



Reduced Marketing Expense: An investment in an 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.

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