

The number of people in execution has enormously arisen in the last three years. And why is necessary to solve this problem? According to a survey by the Ministry of Finance in the spring of 2020, more than half of the Czech public has low or very low knowledge of financial literacy. These are mostly people under 29 years of age. A generation that will be our main economic force in 10 years - and don't know how to work with money!

What do we want?

Our goal in the initial phase is to educate students of graduation years and the first years of universities. In this age are the biggest changes in the life of young people and the need for financial independence and for knowledge about private and public finances is sharply increasing. Students have their first long-term jobs, looking for their own housing, moving away from the family to university cities. We want to educate this group by offering it an accessible, simple, and fun tool for education in this neglected field. In our application, 5 minutes a day are enough to improve one's work with money.

Opening the application for the first time

We will start with a test of current knowledge, where we will check how our student is doing. The user will then see the available lessons. If you start from scratch, then first we go through the world of finance more generally (according to the high school curriculum) following up with the topics we take as a basis for life - it's mainly understanding the principles of loans, budgeting, work with money during the month, or traveling and money. But as a basis, we also take an understanding of the functioning of the state budget.

Motivation to use the application

In addition to the possibility of effective education in a neglected school subject, we also offer additional motivation to use the application. The user gets XP, thanks to which he can compare his progress and success in tests with others. He can also get virtual money that can be turned into real rewards as a discount to a bookstore or consultation with a financial consultant. We also want to work with charitable companies and providing support for the education of children from orphanages in the field of financial literacy - the user of the application could support their organization with the usage of the virtual money he earned.

For how much?

Free. The basic version, which contains the subsistence minimum for every high school and university student, so that can face up the financial challenges he will encounter in the future. However, a premium version will be available in the application for CZK 49 per month. This version will include an extension of lessons and users will be able to gain more insight into some issues (eg the approval process of the state budget).

Partnerships

We want to establish long-term cooperation with partners - these will be mainly banks and companies operating in the financial sector. They are an interesting supplier of content and insights from the real functioning of the financial field. We want to be able to provide feedback and insights towards the content management of application and to some extent provide them with the PR towards our users. This must be reviewed and in line with the philosophy of our application, of course.

Where are we going in the long run?

Our first target group is students at the turn of high school and college. But we want to start in highschools and help to improve the school curriculum of the information and examples of finances in practice - no more memorizing definitions of financial terms, but real work with money. But the problem also lies with teachers, who often do not have enough quality resources on insights into the role of money in the real life. That is why we want to create a platform full of methodological materials that will help improve their work.

Nekrachni for public

The application will be available for Android and iOS or in a web browser. The users will be educating themselves according to their preferences and learn everything one needs for life. Users will have an available store where they will be able to turn the virtual money gained from lessons into small rewards or send them for charitable purposes - such as educating financial literacy in orphanages. However, Nekrachni is intended for any age group that wants to improve their financial literacy and improve or just revise their knowledge in work with money.

Nekrachni for schools

The core of financial literacy is at school and home in the family. That's why we want to give not only entertaining and educational lectures, but also directly support the schools by the usage of our application. Courses and lessons will copy the curriculum, which we believe is insufficient, but we do not want to go against the system, we want to improve it. The application can play the role as a supportive methodological material for every teacher who is then able to adjust the curriculum based on the real time data of his students' progress and testing. Teachers will also have their own administrative part of the application, where they will be able to evaluate the knowledge of their students individually. Students will be able to compare themselves with each other and to compete with classmates in interactive educational games. The best students will be rewarded with prizes from our partners.