To: WealthFluent Industry Mentors

From: Brycen Shackelford, Maddie Knowd, Blake Buonopane, John Barayuga

Date: March 20, 2025

Re: WealthFluent Implementation

Dear, WealthFluent Industry Mentors

Our idea for WealthFluent to improve brand recognition and awareness in young professionals ranging from 22-35 year olds is centered around university partnerships. We plan on using Chaminade as a pilot for our idea and hope to easily expand it to our neighboring UH business school. Our proposal is to have our school, Chaminade University, pay for a discounted subscription to WealthFluent to give students at Chaminade a free subscription to use the platform. We would then educate the members of our university's investment club on how to use and all the features of the WealthFluent Platform. Then these members of the investment club would act as ambassadors of WealthFluent and teach the rest of the student body on how to use it. They would stress the importance of financial literacy to the student body and what differentiates WealthFluent from any other financial planning platform.

The idea behind the student ambassadors is that it will engage other students much more effectively because the information is coming from peers. A study done by Michigan State University proved this theory. The study concluded that when the rationale of information comes from a peer rather than a professor, the students are much more likely to take the information seriously. Using student peers to teach WealthFluent will increase engagement and lead to lifelong users of Wealthfluent. Another reason why we would like to use a club instead of a course is because implementation will be much quicker and efficient. There are less hoops to jump through with a club and it's much easier to get funding. Our University being as small as it is will help as a pilot being that it would be quick to see results. Its location is helpful as well because we are right next to a very large university, UH Manoa, creating an opportunity to expand this same club implementation strategy on a much larger scale.

The next step that we see in University partnerships would also be with athletic departments. NIL money has become a huge problem in sports. You have major recruits being offered thousands and sometimes even millions of dollars and not knowing a single thing to do with it. We see this as an incredible opportunity for WealthFluent to become the leading financial tool used by Universities to help their student athletes manage their money. When offering it to these large universities, you wouldn't have to offer it as a discount. The incentive for University

Athletics to use WealthFluent is as a recruiting pitch. Not only will Universities be able to offer recruits a large amount of NIL money, but they will also offer a way for these athletes to manage the money. That will be a huge help in their recruiting and increase their demand for WealthFluent's platform. The incentive for WealthFluent is not only the profit that comes from this, but also the brand awareness that will come from this. When people see famous student athletes using the WealthFluent platform, it will make other students want to use the platform. This ties back to peer-to-peer engagement.

The main idea of our proposal is University Partnerships. We think that is the best way to increase brand recognition for young professionals as well as stressing the importance of good financial planning. We think it is the best way to create lifelong users of WealthFluent and provide a quick implementation process. It also gives WealthFluent future opportunities to expand their brand recognition with this target market through things like NIL money management.

Sources

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