

Please briefly describe your principal business or mission:

Knowledge Matters is the leading provider of cloud-based, educational simulations for business (food service, hospitality, retailing, sports management and manufacturing) and personal finance. The company's Virtual Business line of simulations have been used in over one-third of all the high schools in the United States. Our mission is to allow people to demonstrate and develop the full breadth of their talents through rich, visual simulations. To find and create great leaders and thinkers from all walks of life, from all over the globe. To break down barriers to opportunity and achievement by letting people show what they can do.

Describe your organization's financial literacy efforts. If your organization does not specifically conduct or sponsor financial education activities, please describe your organization's interest in supporting financial literacy through Jump\$tart:

Knowledge Matters has designed the Virtual Business - Personal Finance online simulation for high school students to teach them personal finance and life skills. Students completing coursework within this simulation will read about, take quizzes on, and work through simulation exercises on budgeting, opening bank accounts, looking at credit scores, analyzing loans, understanding insurance, researching credit card options, investing and much more. Our company has partnered with several Career and Technical Student Organizations to sponsor online simulation competitions based on our Virtual Business - Personal Finance simulations for high school members of the organizations.