

Name of Company/Organization/Agency: Kachinga

Mailing Address: 39 MESA ST. PR1

City: San Francisco

State: CA

Zip: 94129

Taxpayer ID Number: 83-0807957

Principal Business: Mobile app and prepaid debit card program designed to help parents teach kids how to earn, save, give, and spend wisely in a digital world.

Primary Contact Name: Bill Butler

Title: CEO

Email Address: bill@kachinga.com

Daytime Phone Number: 562-818-2553

Type of Company/Organization/Agency: Small Business

Current financial education/financial literacy activities:

- 1) A free, comprehensive version of our app is available for anyone to use at home.
- 2) Teachers, schools, and non-profits are starting to use the app to roll play work, income generation, budgeting, saving, giving, and spending activities in the classroom.
- 3) Creating training aids and videos for teachers and other educators.
- 4) Scheduling a Kachinga demo and overview session for teachers with Next Gen Personal Finance (www.ngpf.org) in Q1.
- 5) Sourcing and creating financial literacy content and interactive tools to include in-app and on our website this year to reinforce learning and increase user engagement.
- 6) Constantly review customer feedback to identify product and resource gaps that need prioritization.
- 7) Developing a sponsorship program that provides Kachinga's paid "Real Money" service to low-income families and supports economic inclusion for all.
- 8) Expanding our roadmap to build new tools and create educational content in other related areas such as investing, insurance, credit, banking, cryptocurrency, or blockchain.
- 9) Establishing technology partnerships that speed up the distribution and access to Kachinga for low-income families.

10) Reaching out to local non-profits that provide existing services to homeless and low-income families to explore ways to collaborate.

Interest in becoming a national Jump\$tart Coalition Partner:

Kachinga's mission is to bring financial literacy to the next generation. This means more to our team than just providing customers with basic self-service financial products. Our founders, who happen to be parents, developed Kachinga because we know how important early education is to establish healthy financial habits for life.

Unfortunately, there are too few states that require financial courses at school; and parents often do not have the time or the expertise to teach kids themselves. This is a significant issue considering the outcome—50%+ of the population living paycheck to paycheck, 22% are unbanked or underbanked, and 25% are unable to cover a \$1k emergency. Kachinga's current program provides families with options to teach kids practical lessons on how to earn, save, give, and spend wisely.

I first learned about Jump\$tart while at Experian, where I worked over a decade in various roles. My early responsibilities were focused on helping the unbanked/underbanked consumer gain access to credit. Our team conducted studies and implemented programs to support economic inclusion for many thin-file or no-file consumers. Since then, I've now worked with all three bureaus and many of the Jump\$tart's national partners. In fact, several of our active projects at Kachinga involve ongoing discussions with these partners.

Kachinga is focused on financial literacy with access to all, and our mission and activity is aligned to Jump\$tart's objectives. After learning more about the organization, programs, and scheduled activities and events, we are even more excited to participate. Thank you for the consideration!

Reference Contact Name :

Yanelly Espinal

Reference Organization:

NextGen Personal Finance

Email:

yanelly@ngpf.org

Daytime Phone:

718-644-1725

Business Affiliation:

We are planning to work with NGFP available teaching resources to share or develop teaching moments for our customers. Sharing the Kachinga app with NGPF's

teacher network to use with curriculum and for role play (work, earn, save, give) in the classroom.

Add 2nd Reference?: Yes
Reference Contact Name 2: Jeff Grossl
Reference Organization 2: Trans Union
Email 2: Jeffrey.Grossl@transunion.com
Daytime Phone 2: 614-432-1313
Business Affiliation 2: Previous business partner. Recently introduced Kachinga to explore partnership and corporate sponsorship opportunities to help low-income families.

Acknowledgement: By submitting this application, I affirm that I am authorized to apply on behalf of my organization and that the information is complete and correct to the best of my ability. I have read the partner eligibility information and if accepted as a national Jump\$tart Partner, will direct my organization to pay the annual dues as invoiced.

Addendum: Bill also mentioned that he has been working with a few people at Experian, including Sue Schroeder. They recently started “partnership discussions” for Kachinga. Bill says they have been working together for a number of years. Sue can also be a reference if needed.