

# CASE STUDY

# MONEYVERSITY

Prepared by Global Citizens

## THE ISSUE

There is a **growing middle class** that **lacks financial literacy**.



**Basic financial literacy** allows Old Mutual **advisers** to be **more helpful** to their **clients**.



People need **easy access** to **financial education** resources.



**Managing personal finances** is critical, but **hard to learn**.

## THE STAKEHOLDERS



One of the **largest** and **most trusted** financial service provider in South Africa.

A South African **animation** and **game** studio that focuses on creating interactive media that **moves** people.



## THE APPROACH

**Moneyversity**, a digital financial education platform, is created to **teach users** about key **financial literacy** topics through courses, videos, quizzes, and games.

It is the **first platform** of its kind in South Africa.

## THE PROCESS

Executives at Old Mutual are fond of a pen and paper approach to financial education.

Feedback after launch suggested that the platform needed more consideration of the player's different skillsets and clearer learning goals.

Learning and development specialists supervise the new content being developed to ensure its quality.

More aggressive marketing campaigns could further Moneyversity's success and allow it to reach a wider audience.

Research identifies digital approach as ideal for engaging younger generations in financial education.

Old Mutual approaches Sea Monster to create a five-year plan. It is carried out over 2.5 years and is estimated at R14 million.

Old Mutual is conservative when setting goals for Moneyversity, causing it to fall short of its potential.

Old Mutual integrates additional programs from the company into the Moneyversity platform.

MONEYVERSITY



## TAKEAWAYS

- Users need a **clear** idea of **what** they are trying to **learn** and **why**.
- Consider the **skill diversity** of your target **audience**.
- Make sure your **goals** are **realistic**, but don't set them **too low**.

