

Financial

Fridays



A JUMP\$TART COALITION PUBLICATION

Financial Fridays is a weekly publication that features the great work of Jump\$tart's national partners, key updates from the coalition and news and events related to financial literacy.

Meet our partner



TROUTWOOD

IT'S A GREAT DAY TO BUILD A FINANCIAL PLAN.

A conversation with Gene Natali, Founder & CEO, Troutwood

Q&A

What compelled you to take up the financial literacy cause and what keeps you going?

Personal Finance is bigger than a letter grade. While many of our peers are focused on financial literacy education, Troutwood is laser-focused on financial literacy action. Historically, high-quality financial planning and

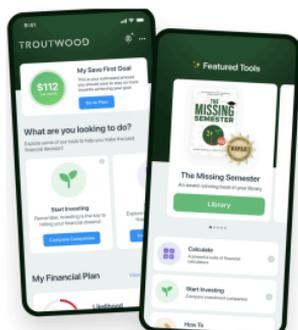
decision-making tools were only available to institutions and high-net-worth individuals. As financial literacy education becomes more mainstream, an action step must follow the great work being done in

classrooms around the world. Troutwood has built this action step, allowing individuals to build a "personal financial plan," and take ownership of their financial future.

Troutwood uses real data to help individuals make real decisions. Independent of wealth, zip code, GPA, college, or career choice, Troutwood users can explore over 13.5 million distinct career/location combinations and match their selected career/location with a personal financial goal. Picture every high school and college graduate setting out with a plan to become a millionaire (or more), holding the path to achieve it in the palm of their hand and being empowered to "go do it!"

What exciting things are you currently working on?

Troutwood Basic: A streamlined version of our platform built to keep things simple & accessible, Troutwood Basic helps students develop a personal financial plan before graduation. Our goal is simple: make sure every student leaves high school with the knowledge and tools to manage their financial future.



Map of the Markets:

Designed to create a safe, ad-free space for investor education. No sponsored products. No buy/sell button. Students can research real companies, learn financial terms, and explore the stock market in a conflict-free environment—ideal for classroom exploration and discussion.



Finulator – Group Play: Our interactive life-simulation game just got more collaborative. Group Play allows multiple students to join the same scenario in real-time—perfect for classroom use, workshops, or peer challenges. Students make financial decisions, compete, and see how their outcomes compare on a classroom leaderboard.



What is the impact this has had or you hope it will have on moving financial literacy forward?

Every student has equal access to information shared in the classroom. Regardless of the zip-code someone may live in, their level of wealth, GPA, college or career choice, EVERY student can now build a personal financial plan, with Troutwood. Teachers can use Troutwood as their career choice,

financial planning and investing resource in conjunction with their personal finance curriculum.

What are you doing differently now than before?

Troutwood's reach and messaging is going beyond the classroom and into adult financial wellness. We have realized that empowering students with a plan and financial literacy is the first part of the equation: the second part is living it. Troutwood PRO supports the financial wellness of adults from graduation through retirement, helping them to be financially empowered throughout their life.

As AI becomes integrated into our daily lives, we have also built Finn, our AI financial assistant. Finn's ability to interact with your working financial plan and adapt to your needs gives the user a safe place to ask questions. We also have Finn throughout the Troutwood platform, providing consistency across products.

Who are you collaborating with, why, and how does the partnership move financial literacy forward?

Thanks to many years of hard work from Jump\$tart, NGPF, the FoolProof Foundation, non-profits, educators, advocates and countless others. Their resources are incorporated into Troutwood app, and knowledge and research are shared across groups. Troutwood also received a grant from the Richard King Mellon Foundation in their third Social-Impact Pitch Competition to empower individuals and institutions with conflict-free financial education and planning tools.

Announcements:

Every educator who attended Jump\$tart 2024 conference received access to Troutwood PRO, our platform for building and managing personal financial plans. If you haven't logged in recently, now's a great time to explore new features—like our Spending Breakdown, which allows you to track and categorize transactions from your linked accounts for a clearer view of where your money is going.

CONNECT WITH OUR PARTNER



Click to visit



Coalition Corner

JUMP\$TART NEWS YOU CAN USE

- **Today is THE LAST DAY** to book your hotel stay for the April event. If you have not yet, please click [here](#) to book your reservation.
- Next week we kick off **Financial Literacy Month!** We are excited about the upcoming April events. For more information and downloads, visit us [here](#)
- **SPONSORSHIP OPPORTUNITIES AVAILABLE!** The National Educator Conference has opportunities available now. Give your organization visibility to hundreds of teachers and other organizations. Share your resources where they are needed. Provide the unique opportunity to sponsor teachers for this dynamic experience. To learn more about becoming a sponsor and the benefits, click [here](#).



[2025 YFL Expo Empowers New Orleans Students with Financial Literacy, Scholarships, & IRAs for Future Wealth-Building](#)

[400 students visit Northwest Stadium for financial literacy event](#)

[Money Vehicle Partners with Lightwork Education and Wellness Center to Expand Financial Literacy & Wellness for Students](#)

[Students to learn financial literacy as part of new bill](#)

FOLLOW AND CONNECT WITH US ON SOCIAL





info@jumpstart.org

1001 Connecticut Ave, Suite 640, Washington, D.C. 20036

(202) 846-6780

Copyright © 2025 Jump\$tart Coalition, All rights reserved.

Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list.