

Funda GAMES



FinanceCards 2010

Funda Games and FinanceCards promote financial literacy in an entertaining way

Show financial information to students, teachers, investors and general public

Game at Your Service

PROMOTE FINANCIAL LITERACY. CREATE AN OPPORTUNITY TO LEARN ECONOMIC THINKING.

With FinanceCards players get to know financial indicators by a comparison game. Cards include firms' pictures and the most fundamental economic indicators such as turnover, profitability and total balance sheet. Game makes players remember basic information of firms and their differences without notice. In addition to cards, Internet pages, an online version of the game and Funda magazine provide further insight about economy and economic thinking. FinanceCards are an application of a classic European "automobile cards" -game. Cards have been produced since 2007 in Finland. Patent application has been filed for the concept.

Card deck: 52 cards, 3 instruction cards, cardboard box. Minimum number of printed decks is 3 000.

Teaching concept is available on request.

Make economy visible Offer learning opportunity

“
After playing FinanceCards
daughter of a family
announced to her mother in a
department store that they
were just in an escalator of
Kone Ltd. A firm with very
good 44% ROIC”

They got the deck from the Association of Equity Investors in Finland. This small story reveals greatness of simple cards and fulfillment of Funda Games mission.

REFERENCE SCHOOLS WHICH HAVE USED CARDS IN TEACHING 2009

- HELSINKI SCHOOL OF ECONOMICS
- HAAGA-HELIA SCHOOL OF APPLIED SCIENCES
- MARKETING INSTITUTE – COLLEGE FOR PROFESSIONALS
- HSE EXECUTIVE EDUCATION
- RESSU HIGH SCHOOL

DISTRIBUTION PARTNERS (UNIVERSITIES)

Card decks are available free of charge

PRICING FOR SPONSORS

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Card box backcover	\$ 28 900	_____

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