

We encourage organizational commitment to financial education for the well-being their communities. By playing 5 minutes a day, you can gain knowledge, transform behaviors, and improve attitudes to build healthy habits and overcome financial stress!

gamified learning | data + AI driven | behavioral sciences

ludic + finance + do

#edutainment #community #engage

HIGHLIGHTS

- Presence** in 5 countries: Argentina, Mexico, Paraguay, Spain, and the USA.
- Clients:** Mercado Libre, Banco Comafi, Junior Achievement and PNUD.
- Awards:** Winner of the Cambridge Enterprise Program (UK) in 2021.
- Recognition:** Received the Impact Seal for Positive Impact from Innovation Latam and FDC Brazil, with a focus on 3 SDGs.
- Innovation:** Created an Observatory with metrics on age, gender, and sustainability gathered from the games.
- Advisors:** Mastercard, TikTok, Werthein, Evaluados and The HumanLab.



PROBLEMS

- A large portion of the population struggles with financial stress and lacks financial literacy.
- Educational initiatives are insufficient and fail to have a pedagogical impact.
- Organizations are seeking to positively impact their communities, build customer loyalty, and develop talent needed to innovate their strategies.

SOLUTION

High-impact, low-time gamified financial education app.

PRODUCT

Gamified financial education solution to help users learn meaningfully, reflect, and make better financial decisions. It includes various types of games: hyper-casual, formative, decision-making, reflection, simulation, and newsgames, along with community features, streaks and certifications for employability.



ACTUAL B-MODEL

- B2B/B2B2C SaaS subscription model.
- Users: Young people and the corporations.
- Clients: schools, clubs, corporate wellness platforms, gig economy, HR departments.
- Mass content creation assisted by AI.
- Competitors: Alfi, Zogo, Nudge, Investmate.

Funding needed: USD 350.000

- Funds allocation: 100 % OpEx (15 % G&A, 40 % S&M, 45 % Product)

CLIENTS & PARTNERS



TRACTION & IMPACT

95 % NPS 90 % fun rate 85 % customer loyalty

+ 10.000 young users (previous model) + 13k USD revenue (previous model)



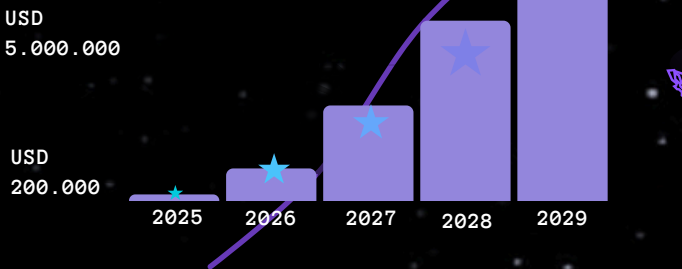
Contributes to 6 out of 17 UN SDGs (Sustainable Development Goals)

84 % positive emotions and behaviors: motivation, self-confidence, clarity, savings and investment goals

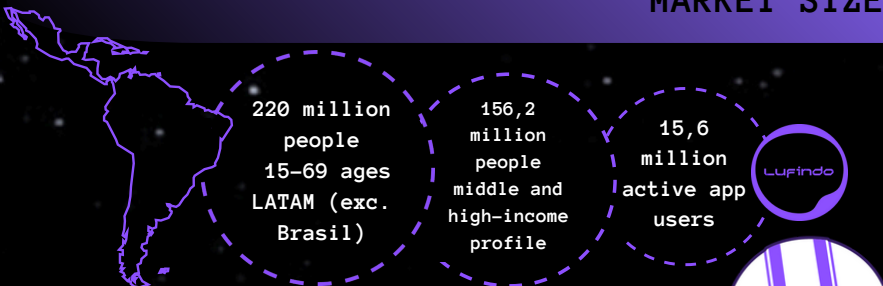
Real-time usage and measurable impact reported

METRICS

- Annual Sales in USD
- ★ Monthly Active Users
- EBITDA %



MARKET SIZE



COFOUNDERS



Global EdTech Market
800M users
USD 422B by 2031 --> CAGR +14 %
ARPU: 75 USD/year

FUN FACT

✉ jota@lufindo.com 🌐 www.lufindo.com + @lufindo

