



MindBlown Labs

About MindBlown Labs

MindBlown Labs (MBL) is an ed-tech social enterprise that creates highly-engaging mobile games to empower teens and young adults with financial capability skills. Our first product is Thrive 'n' Shine (TnS), a fun, mobile and web-based, financial capability game, which students describe as a mash-up of popular online games. TnS focuses on a strategy/life simulation game that provides students with the freedom to make numerous financial and life decisions. Players go to work to earn money that they strategically save and spend throughout the course of the game. By growing skilled at TnS, students develop financial and decision-making skills that have value in real-world scenarios, such as budgeting, saving, planning for the future, financing college, credit score management and debt management. TnS transforms teens' phones and smart devices into an education platform, providing access to high-quality financial education to all youth, including those who lack a computer and/or internet access.

www.mindblownlabs.com

@MindblownLabs

Team Members

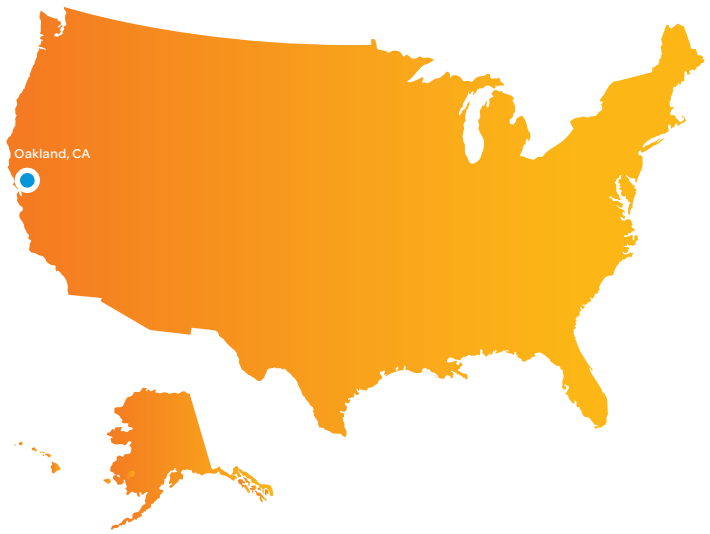
- Jason Young, Co-founder & CEO
- Tracy "Ty" Moore, II, Co-founder & Director of Partnerships

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Oakland, CA



"I am the first in my family to graduate from college and have seen first-hand how education has created opportunities for me, which my parents and grandparents could only dream about. I am passionate about financial education because I have seen how poor financial decision-making has impacted the lives of my family members and friends. When helping young adults with their personal finances, I realized that there was a huge need for a scalable financial capability tool."

Jason Young
Co-founder & CEO, MindBlown Labs