

**KNIGHT CASTLE & KING**



**Introduction**

Ismene is an innovative company dedicated to enhancing financial literacy among children by leveraging gamification and chore management. By combining educational content with engaging activities, Ismene empowers children to develop essential financial skills early in life while fostering responsibility and goal-setting. These are the key milestones, workstreams, and tasks required to achieve Ismene’s vision.

**Milestone 1.** Product Conceptualization and Design

**Workstream**: Product Development

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| **Tasks** | **(Sub tasks)** |
| **Task 1: Design intuitive interfaces suitable for children aged 6–12** | * Research design patterns for children’s apps. * Conduct usability testing with children and parents. * Create mock-ups for the app interface. * Iterate designs based on user feedback. |
| Task 2: Develop gamification elements (badges, rewards) | * Brainstorm achievement categories and reward tiers. * Build a prototype of the gamification system. * Test gamification mechanics for effectiveness and fairness. * Integrate real-time progress tracking. |
| **Task 3: Implement secure payment and virtual currency systems for rewards** | * Choose a secure payment gateway provider. * Design a virtual currency framework (coins, stars, points). *  Test transactions and currency exchanges within the app. |

**Milestone 2.** Market Entry and Launch

**Workstream**: Marketing and Outreach Strategy

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| **Tasks** | **(Sub-tasks)** |
| Task 1: Conduct user research to identify key pain points for parents and kids | * Run surveys and interviews with parents and children. * Analyze data to find trends in financial literacy challenges. * Compile insights into user personas for targeting. |
| Task 2: Launch a social media campaign highlighting the importance of early financial literacy | * Create a content calendar for social media posts. * Design infographics, videos, and testimonials. * Collaborate with influencers in parenting and education. |
| Task 3: Host webinars or workshops for parents and educators | * Develop workshop materials (presentations, handouts, activities). * Partner with schools or community centers for events. * Record sessions and share them online for broader reach. * Gather feedback to improve future sessions. |

**Milestone 3.** User Acquisition and Growth

**Workstream**:Partnerships and Collaboration

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| **Tasks** | **(Sub-tasks)** |
| Task 1: Negotiate deals with retailers or financial institutions to provide meaningful rewards | * Research potential partners aligned with Ismene’s mission. * Create a pitch deck highlighting the value of collaboration. * Negotiate reward terms and integration logistics. * Formalize agreements through contracts or MOUs. |
| Task 2: Develop a referral network with schools and education-focused NGOs | * Identify key stakeholders in schools and NGOs. * Present Ismene’s value proposition for children’s financial literacy. * Offer incentives (e.g., free trials, subscriptions) for referrals. * Maintain relationships through regular check-ins and updates. |
| Task 3: Partner with influencers to spread awareness | * Identify influencers who focus on parenting, education, or child development. * Engage influencers with free trials or sponsorships. * Co-create engaging campaigns (e.g., gamification challenges). |

**Milestone 4:** Operations and Support

**Workstream:** Operational Team Management

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| **Tasks** | **(Sub-tasks)** |
| Task 1: Regularly monitor analytics to ensure children are engaging with the content as intended | * Regularly updating the support team on new features and potential issues. * Ensuring smooth collaboration between developers, designers, and product managers for continuous improvement. * Set up dashboards for tracking user activity and engagement. * Define thresholds for success (e.g., time spent on tasks, completion rates). |
| Task 2: Address issues promptly via in-app support | * Build an FAQ and chatbot for common queries. * Set up ticketing for support requests. * Train support staff to handle technical and content-related questions. * Monitor response times and satisfaction ratings. |
| Task 3: Continuously improve features based on customer feedback | * Collect feedback through surveys and app reviews. * Prioritize feature requests in the product backlog. * Test and deploy updates with clear communication to users. * Announce improvements via newsletters and release notes. |

**Milestone 5:** Impact Evaluation

**Workstream:** Benchmarking and Comparative Analysis

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| **Tasks** | **(Sub-tasks)** |
| Task 1: Industry Benchmarks | * Compare performance against other financial literacy programs or tools for children. |
| Task 2: Internal Metrics Over Time | * Track progress across cohorts of users (e.g., early adopters vs. newer users) to identify trends. |
| Task 3: Regional and Demographic Insights | * Analyze variations in impact by geography, socioeconomic status, or age group. |

**Conclusion**

This comprehensive plan ensures Ismene delivers meaningful impact while operating efficiently and preparing for sustainable growth. By executing the outlined milestones, workstreams, and tasks, Ismene can build a scalable and impactful solution that resonates with its audience and fulfills its vision of empowering children through financial literacy.