

**How do you get a free resource and we get to keep our lights on. What's in it for all of us?**

As a former teacher, it was not lost on me the value of great resources. Unfortunately over time, money was tight and quite often I would have to buy these resources out of my own pocket or go without.

This is where I want to help the teacher. CashCrunch 101 is free to play. I do not believe that teachers should have to pay for resources out of their own pocket.

In order to keep it free to teachers and students, I want to be transparent, so that you have an understanding of how I will make money and you will get a free resource with many additional benefits.

By you using CashCrunch 101, I am gaining traffic for my website and game.

With this traffic, the game is now worth something to businesses and their brands.

Within the game there are various opportunities to place business's.

For example. In the Oh Boy card, we may have a card that says – Meet your friends for coffee. Pay \$4.

We can approach coffee companies who would then place their logo on the card.

On the website, we would then write about the coffee company, which would include their history and a business concept. The concept could be about franchises for example. Now the teacher has an additional resource to use in the classroom i.e. an applied case study about a coffee shop. Students would get a book of case studies to learn from. The company(s) would get exposure and be placed in the school in a relevant and ethical way and we get to keep our lights on.