

Mango Bite\$ Ideation:

Overall purpose of Mango Bites:

Provide a way for bite-sized financial information to be absorbed by individuals.

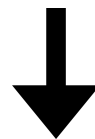
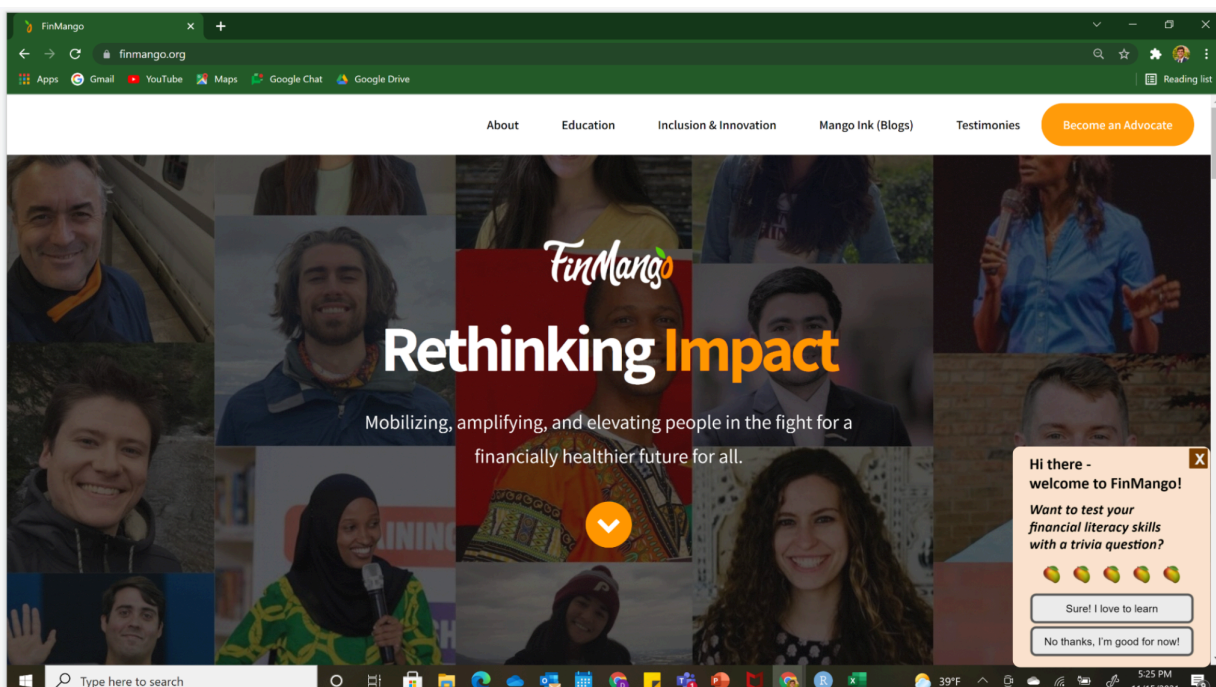
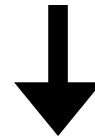
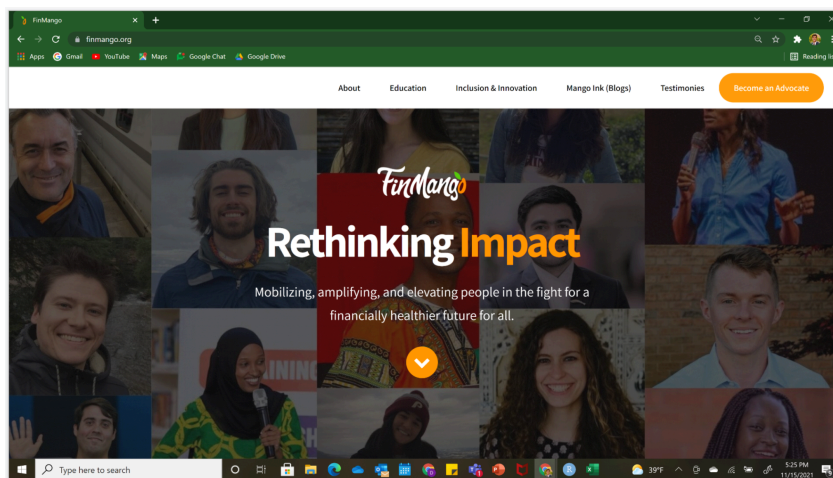
1. Twitter

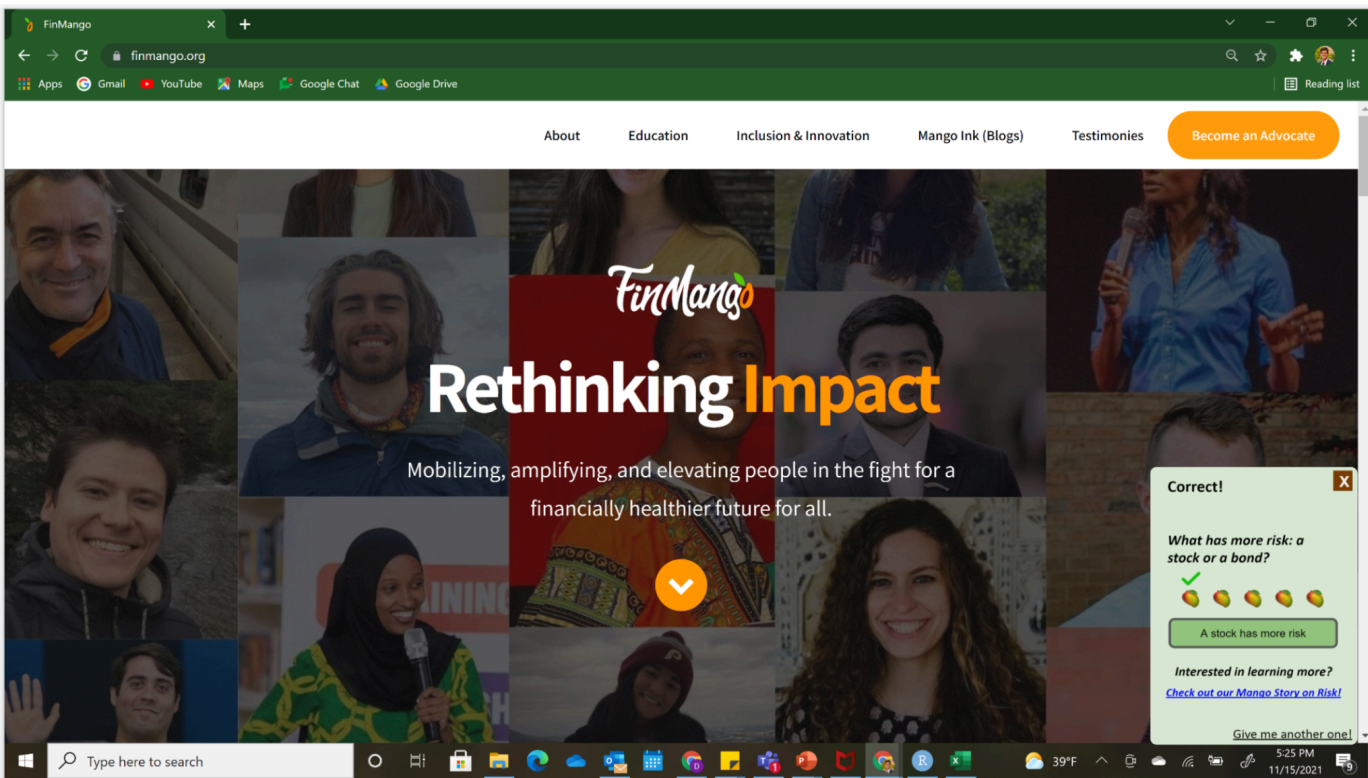
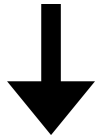
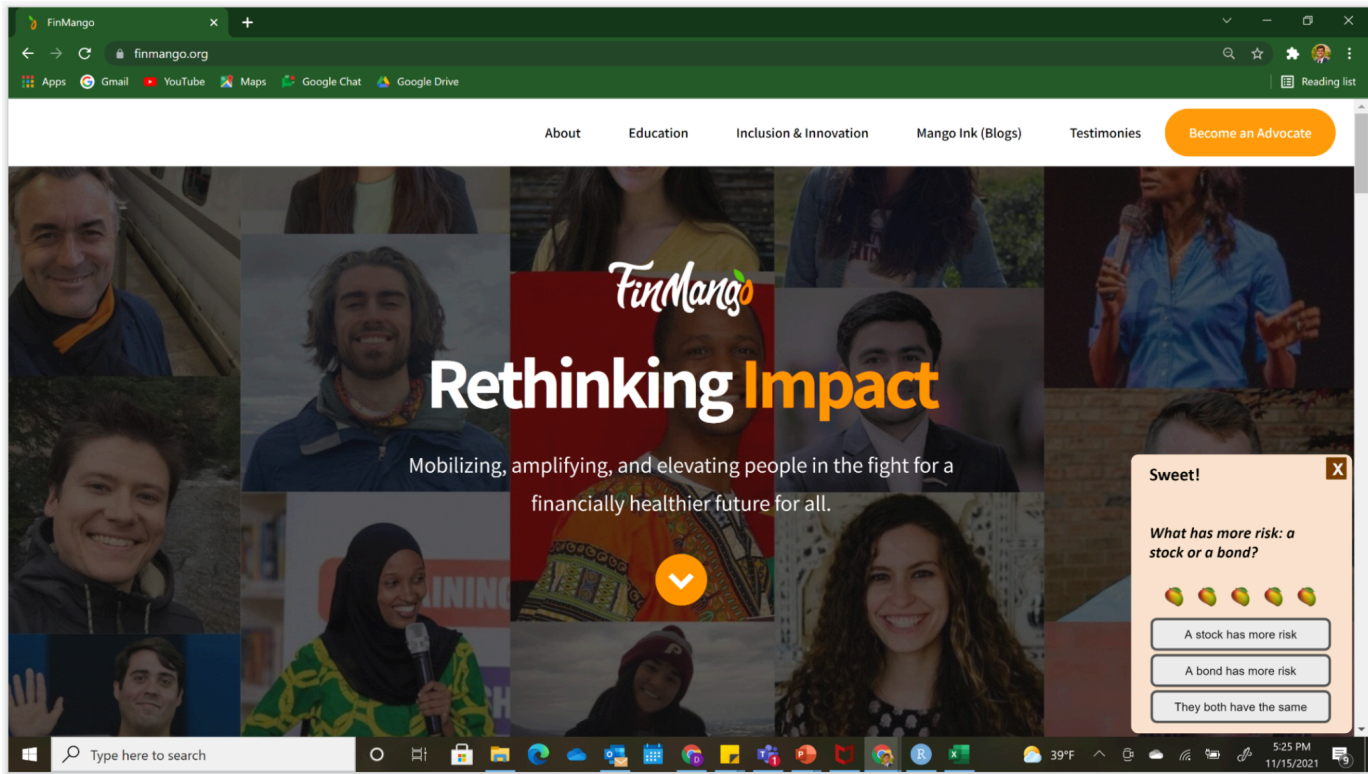
- a. Overall idea: either (1) have our own twitter page that tweets out a financial literacy fact periodically or (2) partner with an existing financial literacy twitter that already has a strong follower base and submit facts to them in exchange for some recognition
- b. What's in it for others to retweet us?
- c. Treat this as an email address
 - i. Popular accounts if you want to do your own snooping into this content:
 1. Broke Millennial - @BrokeMillennial
 - a. 29.9K followers
 - b. Run by Erin Lowry. Has XX followers. Provides advice on getting ahead and focuses content on millennials, budgeting, retirement investing, saving, etc. Her tagline is GYFLT... "get your financial life together"
 2. Forbes - @forbes
 - a. 17.1M followers
 - b. Official account of Forbes, providing a steady stream of information about the intersection of money, politics, Wall Street, etc.
 3. Julia Carpenter - @juliaccarpenter
 - a. 13.8K followers
 - b. Julia is a writer at the Wall Street Journal and covers many topics involving money, but also tweets out many funny memes, relatable comments, and alarming news articles.
 4. Bourree Lam - @bourreelam
 - a. 7.8K followers
 - b. Personal Finance Bureau Chief at WSJ. In August, she launched a six-week email courses designed to challenge your knowledge, shape up finances, and "get you back on your financial game"
 5. Business Insider - @BusinessInsider
 - a. 3.4M followers
 - b. Doesn't need much of an explanation. Generally does more in-depth reporting on business and finance, but also touches on politics, law, technology, retail, etc.
 6. Ramit Sethi - @ramit
 - a. 206.6K followers
 - b. Wrote a book titled "I Will Teach You To Be Rich"
 - c. Tweets about common-sense advice and tips on managing money. Famous tip is to just go ahead and buy that coffee, no one is going broke from spending \$5 on a latte.
 7. NPR's Planet Money - @planetmoney
 - a. 372.3K followers
 - b. This account looks at the forces that shape our financial world. Their Twitter contains a lot of links to their podcast stories, but also shares some clips from their TikTok

8. Tiffany Aliche (aka “The Budgetnista”) - @TheBudgetnista
 - a. 56.1K
 - b. Inspiring words and links that will get you pumped to live your best life and take control of your financial freedom. She has a best-selling book “Get Good With Money”
9. Michelle Singletary - @SingletaryM
 - a. 36.2K followers
 - b. A columnist with WSJ that tweets about topical issues surrounding personal finance including taxes, politics, race, and other forces that influence how we deal with money
10. J. Money - @BudgetsAreSexy
 - a. 48.6K Followers

2. Addition to the main Finmango.org website

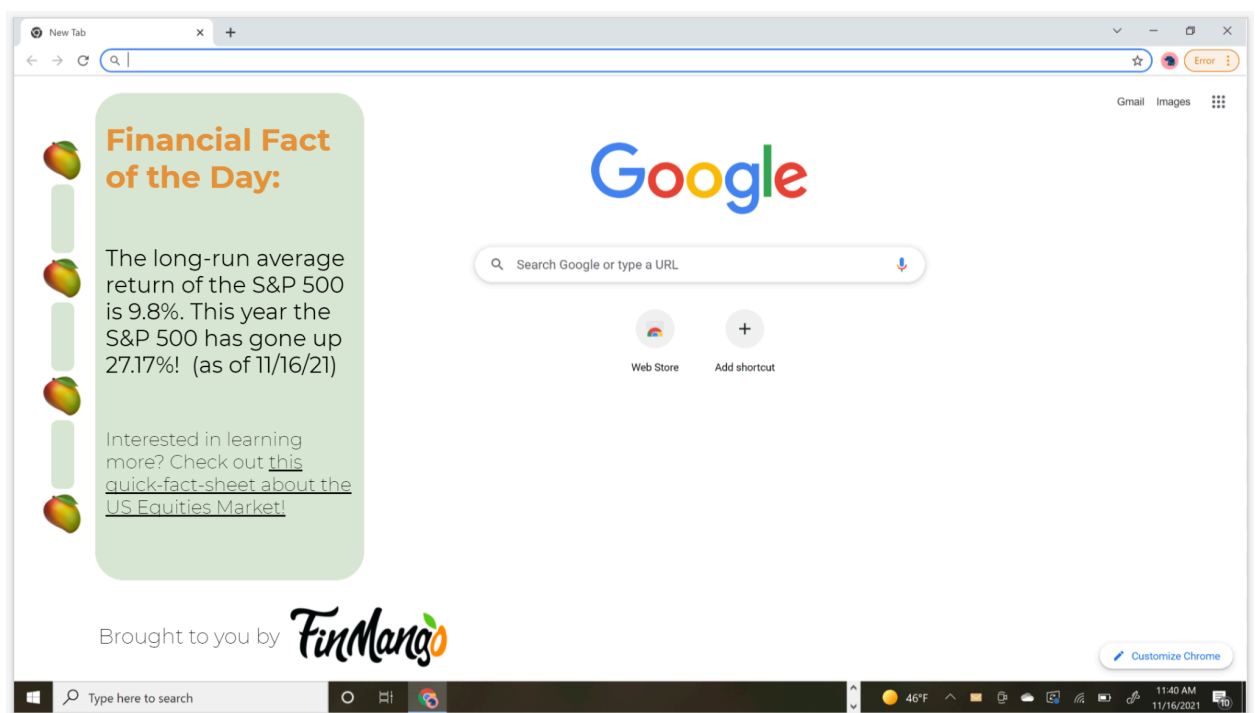
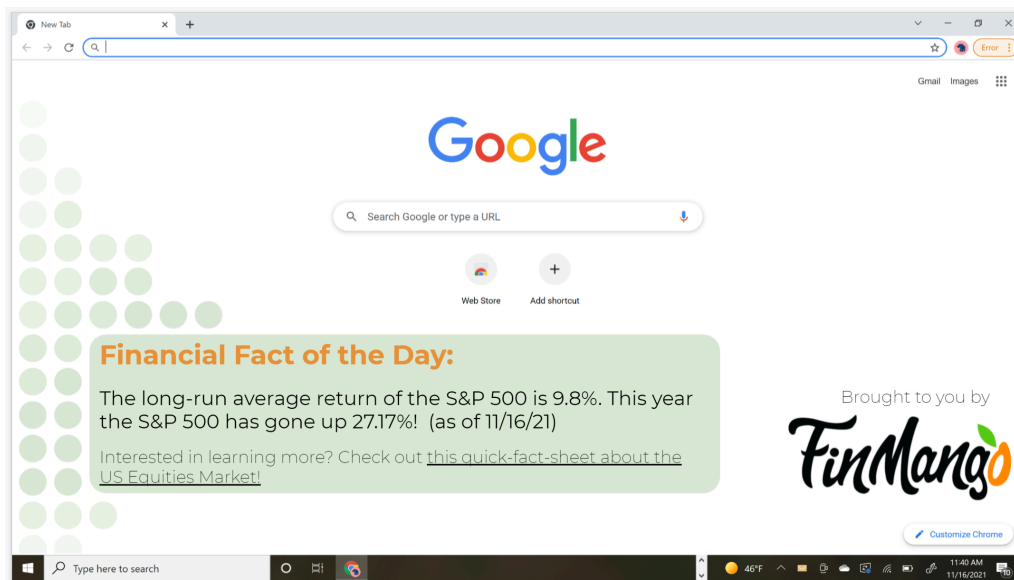
- a. Thinking either (1) a game you can play over to the side of the screen or (2) a pop-up window that is like a little chatbot function/game also on the side of the screen
 - i. Below are some (very) crude mock-ups of what the pop up quiz could be like. I really like the website as-is so do not want to try and add a permanent quiz off to the side of the screen





3. Chrome extension

- I recently added the Chrome extension that shows you a work of art every time you open a new tab (“Google Arts and Culture” -- fantastic recommendation from Oscar) and think that this could be similar.
- Every time you open a new tab it could have a high level fact/stat and then more to read below if the individual desires to learn more
- Below is another CRUDE mock-up of two ways I am thinking about this. Just want to give an idea rather than having people read these bullets...



Could also just have a little mango in the corner of your screen at all time, then you click on it it gives you a fact/question

These facts/questions could also come from other established sources

4. TikTok

- a. <https://www.tiktok.com/@morningbrew?lang=en>
- b. ^^ This is the link to the Morning Brew's TikTok page. Their content is pretty funny and informative about what is going on in the world. This is just an example.
- c. Similar to the "Twitter" area above, we could either make our own TikTok page and maybe post one creative-yet-helpful TikTok every week, OR we could reach out to people like Morning Brew and try to give them content in order for a shoutout. Still not sure if people with established platforms would be willing to do this.
- d. Posting our own TikToks would be a bit of work (in terms of coming up with new ideas for every week and the effort to make the videos high-quality) but could reach a large audience if people are into this kind of content!

=====

Comments/feedback: (Favorite idea? Least favorite idea? Scrap all of them? Every opinion helps!)