

HackTics®

life hacks & money tactics

MEDIA KIT 2024



WHAT



HACKT!CS is a fun and strategic board game for 2-4 players, appealing and relevant for the 11-25 age group. It helps players to understand various pathways to home ownership whilst increasing their financial literacy skills.

WHY

Across New Zealand there is widespread financial illiteracy.

The financial literacy rate in New Zealand is falling, with only **44%** reporting to be financially literate, a decrease of **6%** since March 2020.

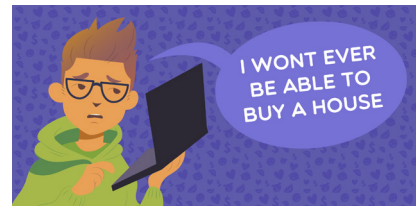
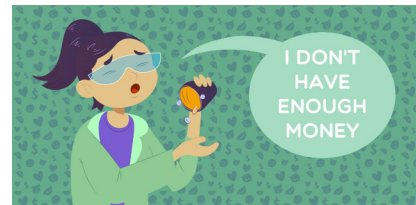
The Financial Services Council NZ.

Yet **73%** of kiwi school leavers wish to learn more about money.

Commission for Financial Capability.

30-40% of retirement wealth inequality is due to the differences in financial knowledge.

Young New Zealanders Ongoing Personal Finance Journey: A Longitudinal Study - Stage 2



SO, WELCOME HACKT!CS.

The fun way for young people to improve their financial literacy skills.

**“Tell me and I forget,
teach me and I’ll remember,
involve me and I learn.”**

—BENJAMIN FRANKLIN



CHANGING LIVES



// I was a big spender, but since playing HACKT!CS **I have become aware of how I use my money.** I have started learning about investing and thinking about how I will buy my first house." —17-year-old male.

// **Playing HACKT!CS helped me change my perspective on money.** After playing the game, I felt inspired and confident enough to start my own investing journey." —21-year-old female.



// HACKT!CS made me think for the first time about investments as a thing not just for rich people. **I now run my own business with 6 staff and invest in the stock market.** —25+ Adult.

REVIEWS



// I give HACKT!CS 11/10 as it **one of our family's absolute favourite games.** It is so interactive and so much fun! We played it every day between Christmas and New Year as we were absolutely obsessed by it." — Hannah, 24-year-old

// **HACKT!CS bridges the gap between learning and fun,** it nurtures financial literacy, critical thinking, and problem solving skills across all age groups. I believe it's essential to prepare our students for the challenges and responsibilities they'll face in the real world, and HACKT!CS has proven to be an outstanding means of achieving this goal."

— Brianna, Teacher and Support Worker



HOW



1 Each player chooses a career and will get paid their career savings each Round. This is not a game about budgeting, but rather about showing all the fabulous opportunities that exist once you have savings.



2 The game is only 12 Rounds long, and the options are a plenty. Will you buy a business, a house, stocks, insurance, or go to a side hustle to earn extra cash? Or will you adopt a pet from the Pet Rescue, have a baby, plant some trees, or mentor others at the Community Centre? Living a well-balanced life helps to achieve maximum points.



3 Each Round, a Life Happens card is picked up that affects all players. Will a storm, pandemic, or market crash hit town? Will you be prepared and able to embrace the opportunities that come?



4 This is a strategic game with various challenges available to all players to earn extra HACKTICS points and outsmart your opposition. There are 3 challenges that are available to all players: Bucket List, Diversified Portfolio and Giving Back. Obtaining Sands Shopping Mall or 5 O'clock Office Block are a race to see who gets there first and the player who obtains the most Happy, Environmental and Community Tokens gets crowned "Lord of the Tokens."

WHO

Craig & Debbie Trent are the creators and reside in Auckland, New Zealand with their two teenagers. Through sound investing they have achieved many of their dreams and they hope that HACKTICS inspires and empowers Gen Z to achieve theirs.

Their future dream, is to see a generation of people who are smart with their money, enabling a greater amount of donations to be given to worthwhile causes around the globe.

Our Values:

- Building a strong community
- Mental Well being
- Protecting the environment
- Strategy and planning
- Good decision making
- Enjoying the journey



BRAND ASSETS

To access our brand assets visit our dropbox [here](#).

CONTACT

For all media inquires please contact our Brand Strategy Manager, Taylor Devonshire at **taylor@hackticsboardgame.com**

Find @**hackticsboardgame** on

