

#IYKYK



B.A.L.L. FOR LIFE

BE A LEGACY LEADER



#IYKYK26

PITCH COMPETITION

SHOOT YOUR SHOT!

Create a **team of four** and enter for a chance to win **\$40,000** and score a trip to **Southern California!** Bring your **best game**, your **boldest ideas**, and your **team spirit**. Prepare to **leave a legacy**.



KEY COMPETITION DATES

#IYKYK Kick-off | October 21

Confirm Your Team | October 31

Complete your B.A.L.L. For Life Module | December 31

Quarterfinal Submissions Due | January 5

Semifinal Submissions Due | January 23

Semifinals (Virtual) | January 26 – 28

Results Show | January 30

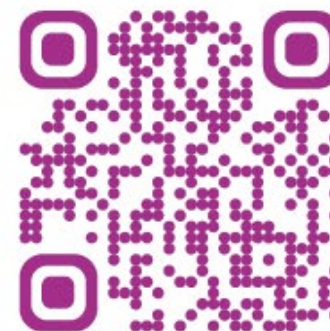
Live Finale | February 27 – March 3



B.A.L.L. FOR LIFE

BE A LEGACY LEADER

Bookmark the official
competition site!



www.experian.com/cfa

- 1 Flip your camera on!
- 2 Use the chat to intro yourself.
- 3 What school do you attend?
- 4 What's your major?
- 5 Anticipated graduation date?

hello 

#IYKYK



Raudy Perez
He / Him



Sr. Director, Inclusion & Belonging
External Partnerships

Austin, Texas





Maria "Josefina" Munoz

She / Her



Wellbeing, Inclusion & Belonging
Specialist

Santiago, Chile



Taryana Gilbeau

She / Her



Inclusion & Belonging Program &
Events Manager

Atlanta, GA



Airin Gunawan
She / Her



Scrum Master

Costa Mesa, CA



Dr. Hermine Nguimfack
She / Her



Director, Product Management

DFW Metro



Tamera Slaughter
She / Her



Learning & Development Manager

DFW Metro



1

#CreditAcademy
Self-Paced Module & Quiz



2

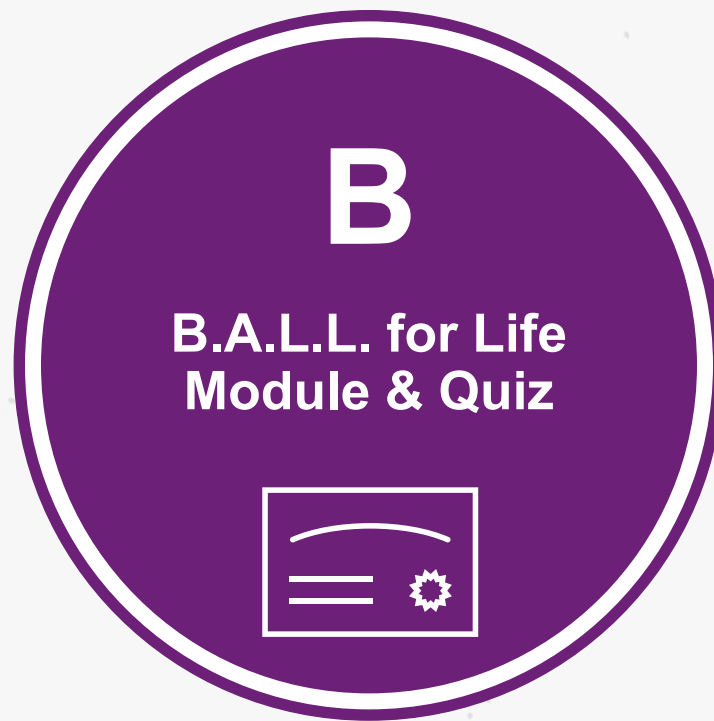
#IYKYK
Pitch Competition



3

#KeyDates
January 5

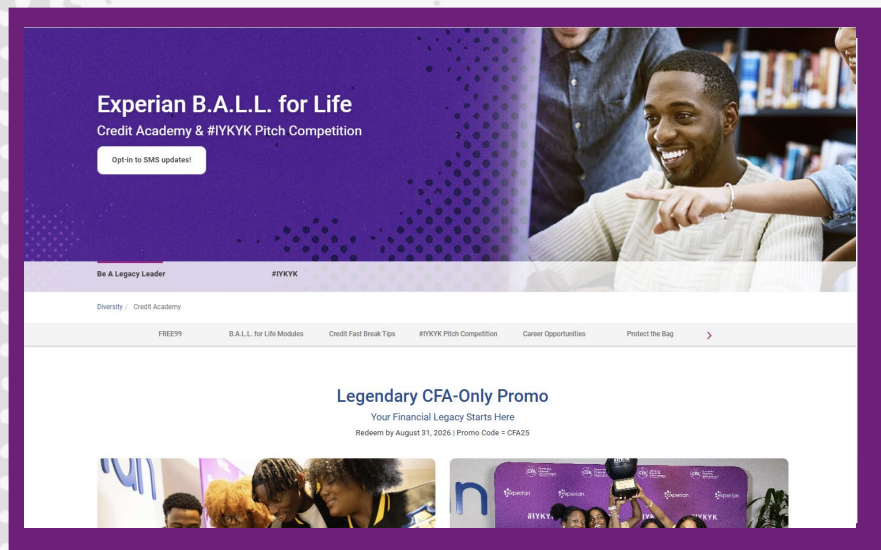




**CERTIFICATE WILL BE
EMAILED TO YOU**



THE CREDIT ACADEMY

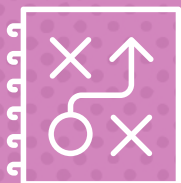


www.experian.com/cfa

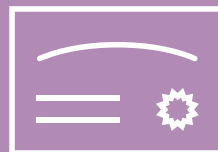


A

The Legacy
League Game
Show™

**B**

B.A.L.L. for Life
Module & Quiz

**C**

#IYKYK Pitch
Competition



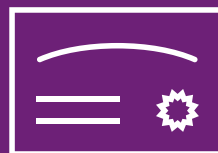
HOW TO ENTER

1

**Complete B.A.L.L.
for Life Module &
Quiz by Dec 31!**

**2**

**Show Certificate
to CFA Liaison**

**3**

**Confirm #IYKYK
Competition Team**



B.A.L.L. FOR LIFE

Certificate of credit academy completion presented to:

Sydney D. Wade

Congratulations on completing:

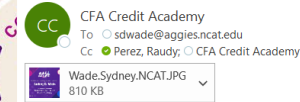
#ExperianBALLForLife Credit Academy



www.experian.com/legacy

#IYKYK

CONGRATS, Sydney ... your #ExperianBALLForLife Credit Academy Certificate!



#EXPERIANBALLFORLIFE CREDIT ACADEMY COMPLETION [REDEEM YOUR FREE PROMO CODE \(CFA24\)](#)

Hello, Legacy Leader! 🎉

Congrats on completing your [Experian B.A.L.L. For Life™ Credit Academy](#) modules and quiz, and for committing to building your financial legacy! It was great to be with you at Money4Life 2024. 🎉

I hope you enjoyed The Legacy League Game Show™! Download your favorite photos [from this photo album](#) and post to social.

👉 Share your certificate and about what you learned on LinkedIn. Mention [@Experian](#) and [@HomeFree-USA](#), and use [tags](#) [#ExperianBALLForLife](#) and [#CenterForFinancialAdvancement](#) for a chance to [win 1 of 10 wireless Beats headsets Jan. 2025](#).

Ready to leave your mark? Join the third annual [#IYKYK HBCU Pitch Competition](#) for a shot at an all-expense-paid trip to SoCal (Feb 28 – Mar 4), 2025 champion bragging rights, and a \$40,000 grand prize (paid directly to winners). 🏆

Sign up to receive pitch competition one-way 📧 text updates from Ref Raudy [HERE](#)! It will be our best competition yet.

2024 – 2025 #IYKYK PITCH COMPETITION CHALLENGE STATEMENT
Determine creative ways for Experian to become a "rite of passage" for young Americans. How can you make credit knowledge cool, exciting, and culturally relevant? Help Experian play a key role in building financial legacies together with securing and protecting the bag for the next generation.

****All competitors must complete learning modules and quiz by December 31, 2024 to compete.****

Interested and missed the competition kick-off call? A playback will be available on the [Credit Academy hub](#). 📺

📅 2025 #IYKYK Key Dates:

- | | |
|---|---|
| • Tu, Nov 12: Kick-off Call 5pm CT / 6pm ET | • F, Jan 31: Semifinals Results Show 5pm CT / 6pm ET |
| • F, Dec 13: Deadline to Confirm Team Participation | • M, Feb 3: Teams appointed Experian mentors & coaches |
| • Tu, Dec 31: Deadline to Complete #ExperianBALLForLife Credit Academy learning modules & quiz | • Week of Feb 10: #IYKYK Finale "Know Before You Go" |
| • M, Jan 6: Quarterfinal Submissions due by 12pm CT / 1pm ET | • F, Feb 28: Travel to SoCal |
| • F, Jan 10: Quarterfinal Results Shared | • Sa, Mar 1: "SoCal So Cool" Experience |
| • M, Jan 13: Semifinal "Know Before You Go" | • Su, Mar 2: Rehearsal & Media Day |
| • M, Jan 27 – W, Jan 29: Semifinals Virtual Pitch Q&A (top 12-15) | • M, Mar 3: Competition Day |
| | • Tu, Mar 4: Awards Ceremony |

✅ Next Steps:

1. Ensure you're signed up to receive text updates for the competition [HERE](#).
2. Bookmark www.experian.com/cfa (for all Credit Academy & #IYKYK Pitch updates).
3. Redeem your FREE Experian promo code (CFA24). [New User](#) | [Existing User](#).
4. Form a team of 4 (which can include participants from last year).

Do not hesitate to be in touch at CFA.Credit.Academy@experian.com with questions and connect with [Ref Raudy](#) on LinkedIn!

Sincerely,

[Raudy Perez](#)

Experian B.A.L.L. For Life Credit Academy Coach
Human Resources | Senior Director, DEI External Partnerships
1501 S MoPac Expy, Suite A330 | Austin, TX 78746 | (M) 512.925.8447
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How to Enter

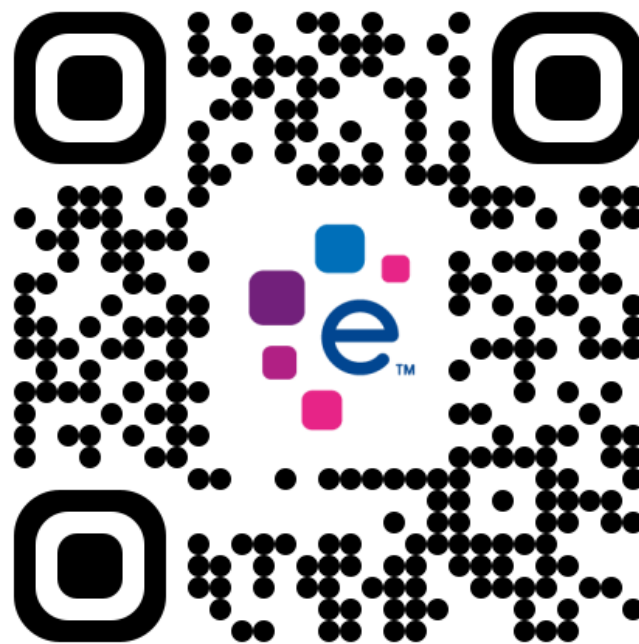
1

Complete B.A.L.L.
for Life Module
& Quiz



JOIN THE 2025-2026 #IYKYK PITCH COMPETITION!

\$60,000 in cash prizes
FEBRUARY 27 – MARCH 3 | COSTA MESA, CA



OPT-IN FOR EXCLUSIVE UPDATES

Discover the
Unexpected
#UniquelyExperian

#IYKYK

Competition

3

participate in
#IYKYK





#IYKYK Pitch Competition

An opportunity to win an all-expense paid trip to SoCal and a chance at a \$40,000 grand prize.

Prize money will be paid directly to students.

Open to CFA participants & non-CFA partner school who complete their learning module & quiz by December 31, 2024.



You've been hired as Experian's marketing and creative agency to develop a **bold, culturally relevant campaign** as the **next iteration** of their **BFF** (Big Financial Friend) campaign **highlighting and bringing awareness of existing features** in our consumer product.

Marketing & Creative Agency

Bold, Culturally Relevant
Campaign

Next Iteration of BFF

Amplify Existing Features

Eligibility Rules

Make sure you meet the requirements!

- Teams must consist of 4 students from the same school* (can include last year's competitors)
- All team members must be CFA participants or members of non-CFA partner schools
- All team members must complete the Credit Academy module & quiz by Dec 31 found in the hub
- Schools can submit multiple teams and can take more than 1 team to the finale

***HACE University Leadership Program is the exception**



Your Deliverables

What's due January 5?

1. Official Rules Doc
2. Blueprint
3. Commercial (3 min max)



Use this template to
the 2023-2024 #YK

Your Solution
Describe your team's solution to the problem, including the goods and/or services you are providing.

Your Impact

Explain the benefits

Validation

Explain the steps you took to validate your model and get feedback from others.

Marketing Strategy
Explain how you will create awareness and engagement



School

#IYKYK



Official Rules for the 2024 #IYKYK Pitch Competition
No Purchase or Payment Required to Enter or Win

1. **Eligibility:** The #YKYK Pitch Competition (the "Contest") is open only to legal residents of the fifty (50) United States and the District of Columbia (including international students) who are at least eighteen (18) years of age or have reached the age of majority in their jurisdiction of residence, whichever is older, and who are CFA Credit Academy Scholars who have completed their B.A.L.L. for Life learning modules by 11:00 PM PT on January 23, 2024. Employees of Experian and its related companies, as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee (whether or not related), are not eligible. **Participation in the Contest constitutes your full and unconditional agreement to and acceptance of these Official Rules and the decisions of the Sponsor, which are final and binding.** Winning a prize is contingent upon fulfilling all requirements set forth in these Official Rules in a timely manner.
2. **Sponsor:** Experian Holdings, Inc., 475 Anton Blvd., Costa Mesa, CA 92626.
3. **Entry Period:** The Contest began at 12:00 PM PT on October 9, 2023, and Team submissions are due by 11:59 PM PT on January 24, 2024 (the "Entry Period"). Entries that are submitted before or after the Entry Period will be disqualified.
4. **Teams:** An entry must be submitted by a group of four (4) individuals attending the same school and each of whom meets the eligibility requirements set forth in Section 1, above (such individuals, collectively and individually, a "Team"). Each Team member may be a member of only one (1) Team. Each Team must designate one (1) person within such Team as the agent for the Team (the "Team Captain") for purposes of entering the Team into the Contest, and agreeing to these Official Rules and any other required agreements, each on behalf of the Team. All members of a Team must be listed in the Team's Contest registration; after the registration is submitted, a Team is not permitted to change any members without permission of the Sponsor. If you are a Team Captain, you are entering into the Contest and agreeing to these Official Rules on behalf of yourself and each member of your Team.
5. **How to Enter:** To enter the Contest, each Team must, during the Entry Period, submit an original business idea that supports today's college students becoming free from student loan debt within five (5) years of graduation, including (a) a pitch template document that summarizes the key points of the business plan and (b) four (4) signed copies of these Official Rules (made available by Sponsor), each one signed by one (1) Team member (together, the "Entry"). The Entry must be emailed to cfa.credit.academy@experian.com 11:59 PM PT on January 24, 2024. Proof of sending will not be deemed proof of receipt by Sponsor. Once you have submitted your Entry, the Entry is considered final, and may not be modified, resubmitted, or exchanged for another Entry. Limit: one (1) Entry per Team. Entries will not be acknowledged or returned.
6. **Additional Requirements:** Entries must not: (a) contain any content that could be considered deceptive, misleading, false, fraudulent, scandalous, indecent, obscene, sexually explicit, defamatory, libelous, threatening, harassing, hateful, degrading, intimidating, graphically violent, or otherwise unlawful, tortious, or objectionable; (b) depict, encourage, promote, or induce conduct that could violate any law or give rise to criminal or civil liability, or that could be considered risky, violent, discriminatory,



Your Resources

To help inspire and guide you

1. Pitch Brief (coming soon)

2. Judging Rubric (coming soon)

Visit www.experian.com/cfa



#IYKYK Pitch Competition

School

#IYKYK



Assign a score
competition, th

The Comp
Present an
becoming

Impact (40%)
Evaluate the p
score indicates
influence a larg
difference in th

Creativity (20%)
Assess the unit
A high score in
new and differ

Viability (20%)
Evaluate the p
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assumptions a
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feedback

Presentation
Focus on the e
participants co
the pitch was i

To be complet

Final Score
(Impact*0.4 +)



2024 – 2025 #IYKYK PITCH COMPETITION BRIEF

INTRODUCTION

The #YKYK Pitch Competition for the Experian B.A.L.L. for Life Credit Academy offers a unique opportunity to create a scalable solution with national impact. It is a one-of-a-kind experience and chance to win a \$40,000 award and an all-expense-paid trip to Southern California. Participants are challenged to pitch a creative solution that supports Experian's mission of **Financial Power To All**™. This competition highlights the importance of Experian as the go-to resource for young individuals coming of age in the US, emphasizing the stakes and the critical role of financial education. The competition is open to all CFA participants who complete their learning modules and quiz by December 31, 2024.

EXPERIAN'S MISSION

Experian's mission of **Financial Power to All™** is centered on empowering individuals to take control of their financial health. The mission is rooted in the idea that with the right financial tools, information, education, and guidance, people can make better informed decision to improve their financial health. This mission is built on three key principles:

- **Financial Inclusion:** Ensuring access to credit and financial resources, especially for underserved communities.
- **Transparency in Credit:** Making credit scores and reports accessible and understandable.
- **Empowerment through Information and Innovation:** Providing tools like Experian Boost™, Experian Go™, and Experian SmartMoney™ to help individuals improve their financial situation.

Credit mastery is a critical milestone toward adulthood because it influences financial opportunities and stability. Establishing credit helps in everyday activities such as buying a car, obtaining a loan, and renting a home. Developing good financial behavior, especially for young people, sets them on a path toward a better future to build their legacy. By using creative, relatable methods, young people can see credit management as a meaningful step toward independence and adulthood, positioning it as an essential "rite of passage."

THE STATE OF CREDIT INVISIBILITY IN THE US

References for data presented in this section can be found in the “learn more” section.

Credit invisibility is a significant issue in the US, particularly among young people (18-25), and is more accentuated in Black and Hispanic-Latino communities due to the lack of significant credit and payment history. Many 18-year-olds have not established a credit score or profile, and those beginning their financial journey have limited financial history which typically results in lower credit scores (330-669).

- 26 million consumers are credit invisible, lacking a credit report or history.
- 40% of credit invisible consumers are under 25.



#IYKYK PITCH COMPETITION - KEY DATES

TODAY!

- Q&A sessions for any logistical questions you have about the competition

OCT 31

- Confirm participation and teammates
- Submit survey responses

DEC 31

- Complete Credit Academy Module & Quiz
- Deadline to submit signed “Official Rules” document

JAN 05

- Deadline to submit Quarterfinals blueprint & commercial (upload to YouTube)
- Each team will email their blueprint materials to cfa.credit.academy@experian.com
- Semifinalists (top 12 teams) announced Jan 09

JAN 26-28

- All teams will present a 20-minute live pitch to a panel of judges via video call (blueprint due Jan 23)
- ~10 minutes of Q&A will follow each pitch
- After the virtual presentations, judges will score the entries and deliberate

JAN 30

- Finalists will be announced (top 3 teams) during results show
- 3 Runner-up teams will also be invited to Costa Mesa for professional development

FEB 02

- Finalists appointed a team coach to help refine and strengthen their pitch
- Top 6 teams appointed a mentor (opt-in)

FEB 27-MAR 03

- Finalists visit Experian’s NA HQ in SoCal for 4 days of events and competition
- Top 3 teams present a ~25-minute pitch and 10-minutes of Q&A to a panel of judges, in person
- Travel and accommodations sponsored by Experian B.A.L.L. for Life

Create an Experian Account

#IYKYK



www.experian.com/cfa

Redeem “CFA25” Promo Code