

B.A.L.L. FOR LIFE

BE A LEGACY LEADER

2024 – 2025 #IYKYK PITCH COMPETITION BRIEF

INTRODUCTION

The #IYKYK 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.

Playback the [November 12 kickoff](#) and download the [presentation slides](#).

YOUR 2025 #IYKYK CHALLENGE

The #IYKYK Pitch Competition is your chance to revolutionize how your generation views Experian as a “rite of passage” when turning 18 in the US. Develop solutions that make Experian the go-to resource for building a financial legacy in cool, exciting, and culturally relevant ways so that you and your peers can secure and protect the bag. This is your moment to make generational impact and to leave a legacy!

Key focus areas include:

- **Exclusive Financial Partner:** Emphasizing that Experian is the go-to resource for financial health needs, ensuring it remains top of mind and in your back pocket.
- **Access to Financial Resources:** Helping young adults secure favorable credit terms for major purchases and to keep more money in their pockets.
- **Building Financial Independence and Accountability:** Teaching essential financial skills like timely payments, budgeting, debt management, and more.
- **Influence on Everyday Life:** Demonstrating how credit scores impact daily life such as renting, utility deposits, insurance costs, and more.

The winning solution should be impactful, innovative, and backed by a robust execution plan. It should promote financial inclusion and empower young adults, positioning Experian as a critical partner along their financial journey.

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 decisions 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

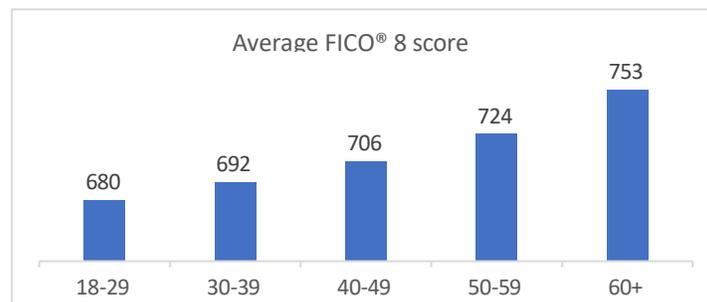
References for data presented in this section can be found in the "learn more" section.

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
- **Credit invisibility by race:** 28% of Black consumers, 26% of Hispanic consumers, compared to 16% of White and Asian consumers.
- **Average credit score for Gen Z** (18-26 years old) was 680 in 2023.
- **42% of consumers aged 18-24** do not know their credit score.
- **Subprime credit:** 40% of Black, 29% of Hispanic, and 10-20% Asian and White

The long-term effects of credit invisibility include difficulties in building wealth and achieving financial stability through activities such as buying a home.

Exhibit A: Average FICO® 8 Score



Source: [What Is the Average Credit Score by Age? - NerdWallet](#)

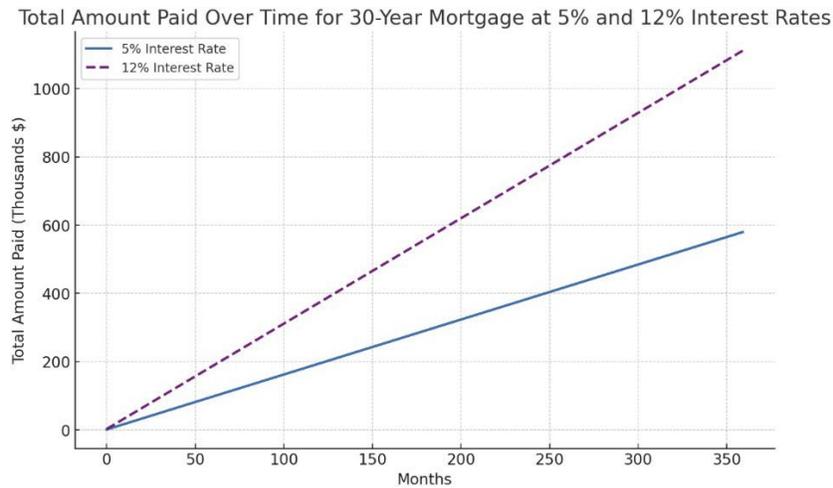
Establishing a good credit score typically requires a few years of responsible credit use. For 18 to 24-year-old, scores can vary widely based on access to financial education, support, and credit products. Opening credit accounts, taking out loans, and managing debt responsibly are key activities that help improve credit scores over time.

(continued on next page)

IMPACT OF FAILING TO BUILD CREDIT SCORE ON LONG-TERM FINANCIAL HEALTH

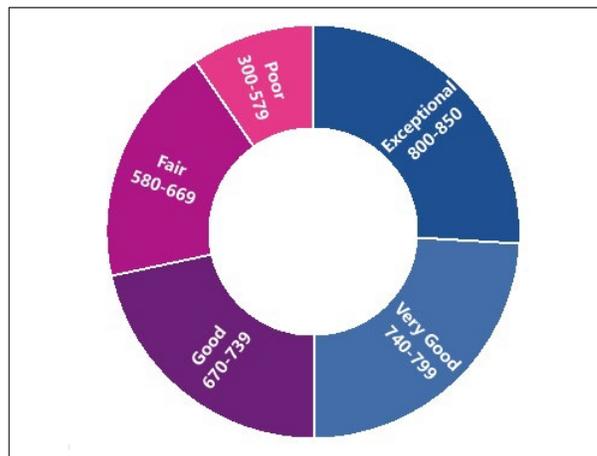
A low credit score can lead to significant financial challenges. Consider two first-time homebuyers with similar income profiles:

Exhibit B: 30-year Conventional Mortgage Model



- **Subprime borrower** (credit score below 680): 12% interest rate on a \$300,000 mortgage, resulting in \$1.1 million total loan amount over 30 years.
- **Prime borrower** (credit score 740+): 5% interest rate, resulting in \$580,000 total loan amount. The difference in interest payments is \$531,000, highlighting the importance of building a good credit score early.

Exhibit C: FICO® Score Ranges



CONCLUSION

Experian's mission to close the wealth gap means easier access to financial services, credit mastery, and equitable opportunities. By framing credit management as an essential milestone toward adulthood, much like learning to drive or managing a first job, Experian can inspire the next generation to build a sustainable financial legacy sooner. We look forward to seeing how your submission will ensure Experian becomes the go-to resource for empowering young adults across America.

LEARN MORE

Credit invisible data:

- [Experian and Oliver Wyman find expanded data and advanced analytics can improve access to credit for nearly 50 million credit invisible and unscorable Americans](#)
- [How to Establish Credit as a Young Person - Experian](#)

Credit score usage by age group and race:

- [What Is the Average Credit Score in the US - Experian](#)
- [What Is the Average Credit Score by Age? - NerdWallet](#)
- [Average Credit Score by Age](#)
- [What Is Credit Invisibility?](#)
- [What is a Good Credit Score?](#)

Homeownership data:

- [How Have Credit Scores for Mortgage Borrowers Changed? - Experian](#)

GLOSSARY OF TERMS

Read more about the ABCs of credit reporting [here](#).

Terms	Definitions
Credit score	Numerical rating that represents an individual’s ability to repay borrowed money based on their financial history. Credit scores typically range from 300-850, with higher scores indicating lower risk to lenders.
Credit invisible	Refers to an individual who has little to no credit history reported with major credit bureaus, making them essentially “invisible” to traditional scoring systems. This group often includes young adults, recent immigrants, and individuals who primarily use cash or alternative financial products outside of traditional credit systems.
Subprime consumer	Refers to an individual with a low credit score or limited credit history, indicating a higher risk to lenders. Typically, subprime consumers have a score below 600.
Prime consumer	Refers to an individual with a high credit score or strong credit history. Prime consumers are seen as lower-risk borrowers by lenders, typically having a score in the range of 670-739.

EXPERIAN B.A.L.L. FOR LIFE CREDIT ACADEMY COACH



Raudy Perez (he/him/él) | [Let’s connect!](#)

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Raudy leads external diversity partnerships for Experian North America in close collaboration with the Corporate Social Responsibility team. His portfolio of work fuels Experian’s force for good by strategically driving financial inclusion in underserved and marginalized communities. He also contributes to Experian’s DEI workforce efforts focused on diverse representation and the development of underrepresented talent.

#IYKYK PITCH COMPETITION TIMELINE

WHAT TO EXPECT

- [Sign up for official SMS updates](#) from Ref Raudy.
- [Confirm your team of four members](#) (no more or less unless provided exception by Ref Raudy).
- Complete your [Experian B.A.L.L. for Life learning modules and quiz](#) by Dec. 31, 2024.
- Brainstorm and refine your idea.
- Submit your idea blueprint and commercial for the quarterfinals by Jan. 6, 2025.
- Top 12-15 teams prepare and present a 20-minute virtual pitch in the semifinals.
- Top three teams will travel to Southern California and compete in the live #IYKYK finale.

KEY DATES

- **NOV 12, 2024** | Attend the #IYKYK Pitch Competition virtual kickoff ([playback](#) | [slides](#))
- **DEC 13, 2024** | [Deadline to confirm team participation](#) & submit “[Official Rules](#)” form
 - Email “Official Rules” form for each team member to cfa.credit.academy@experian.com.
- **DEC 31, 2024** | Complete Experian [B.A.L.L. For Life learning modules and quiz](#)
- **JAN 06, 2025** | #IYKYK Pitch Competition quarterfinals idea blueprint & commercial due
- **JAN 10, 2025** | Quarterfinals results announced by 3PM CT/ 4PM ET
- **JAN 13, 2025** | #IYKYK Semifinals “Know Before You Go” at 5PM CT/ 6PM ET
- **JAN 27–29, 2024** | Top 12-15 advance to the semifinals
 - Present a 15-20 minute live, virtual pitch + 10 minutes of Q&A to a judges panel
- **JAN 31, 2025** | Semifinal Results Show 5PM CT/ 6PM ET
- **FEB 03, 2025** | Finalist teams appointed Experian mentors and coaches
- **FEB 3–27, 2024** | Finalists work with mentors and coaches to refine and strengthen their pitches
- **Week of FEB 10, 2025** | #IYKYK Finale “Know Before You Go” at 5PM CT/ 6PM ET
- **FEB 28 – MAR 04, 2025** | #IYKYK Finale in Costa Mesa, CA
 - Finalists hosted at Experian HQ for a full program of events and competition. *All travel and accommodations sponsored by Experian.*
 - Teams present a 30-minute pitch to a panel of judges, live and virtual audience, in-person.

	QUARTERFINALS	SEMIFINALS	FINALS
IDEA BLUEPRINT	Yes	Yes	Yes
COMMERCIAL	Yes	No	No
PROTOTYPE	No	Proof of Concept	Work In Progress Prototype
GO-TO-MARKET	No	General	Detailed
LIVE PITCH	No	15-20 min Virtual	20-30 min In-Person
Q&A W/JUDGES	No	5-10 min	10-15 min

NOTE: Your idea does not have to be a technical solution such as a mobile app. For a technical solution, a prototype might include a wireframe or UX simulation. For a non-tech solution, like a guerrilla marketing campaign, the prototype would be the campaign strategy, distribution channels and design assets. Create a prototype that effectively illustrates your proposed solution, whether it's a mobile app or a detailed marketing plan – one that best illustrates your solution.

THE QUARTERFINALS | JANUARY 6 (submit by 12pm CT / 1pm ET)

Teams of four submit idea blueprints (end of pitch brief) and 2-3-minute video commercials. Consider using frameworks such as the “[5 Why's](#)” to prepare your solution and materials.

Prototypes and go-to-market plans will not be considered in the scoring process this round – blueprints and commercials will stand alone. Focus on clearly outlining your idea and explaining why its best addresses the problem statement.

Submission Requirements: Email your blueprint to cfa.credit.academy@experian.com. Ensure your video commercial is hyperlinked in your blueprint and can be readily accessed by the judges. An unlisted YouTube video may work best. **NOTE:** We will not be able to access a video in Google Drive.

- **Idea Blueprint:** Use the template to detail your solution's concept. Highlight key features, activities, and/or tactics. Showcase how your idea will make the most impact. Pressure test your concept with some consumer research to shape its components and to test concept viability.
- **Commercial:** Create a 2–3-minute video that clearly explains your solution. Keep the explanation simple while exercising creativity. Ensure anyone can fully understand how your concept will make Experian the go-to financial resource for young people coming of age.

Judging Criteria: Full weighted judging rubric will be uploaded [HERE](#). Note varied scoring sections will be added at different competition stages.

- **Impact (20%):** What potential does the idea have to make a significant difference?
- **Innovation & Originality (20%):** How unique, creative, and compelling is the idea?
- **Feasibility (10%):** Does the plan seem realistic and achievable?
- **Clarity (50%):** How well is the idea explained in both the blueprint and the commercial?

THE SEMIFINALS | JANUARY 27-29 (revised blueprint due January 24 by 12pm CT / 1pm ET)

Be thoroughly prepared and organized to handle any technical difficulties on the day and time of your live, virtual pitch. Practice delivering your pitch virtually and login early (15 minutes before) to ensure everything runs smoothly. Ref Raudy will meet you before the judges arrive to ensure you're all set and prepped. **Tardiness and unpreparedness can cost you a spot in the finale!**

Key Points:

- **Top 12-15 teams** from the quarterfinals will update their idea blueprints.
- **Commercials are optional** and will not be shared with judges unless used during live pitch.
- **Email blueprints** to cfa.credit.academy@experian.com.
- **Prototypes, demos, and/or sample content** are necessary for this round.

Competition Requirements:

- **Idea Blueprint:** Use any feedback and new ideas to revise your solution concept. Ensure your blueprint is a solid introduction to your solution that can stand alone as a judge's pre-read.
- **Live Pitch:** Prepare a 15–20-minute live pitch to elaborate on your solution concept, demo/illustrate solution components, and share a general go-to-market strategy. The blueprint shares high-level details, and your live pitch makes those concepts tangible and real.
- **Q&A:** Be ready to defend your solution during a ~10-minute Q&A portion with the judges. While you will be able to prepare for some questions, others will require you to think on your feet. It's okay not to have all the answers, and to formulate ideas on the spot.

Judging Criteria:

- **Impact (20%):** What potential does the idea have to make a significant difference?
- **Innovation & Originality (20%):** How unique and creative is the idea?
- **Feasibility (20%):** Does the plan seem realistic and achievable?
- **Go-To-Market (10%):** Do you have a general GTM plan with strong market appeal?
- **Proof of Concept (10%):** How viable is the proof of concept to develop a prototype?
- **Presentation (20%):** How effective is the live pitch at explaining and selling the idea?

Important Reminders:

- **From Concept to Tangible Solution:** Take your solution from concept to real life to illustrate actual features, components, tactics, assets, etc. that underscore your solution's value and impact. Present a general go-to-market plan.

- **Idea Blueprint and Pitch:** Remember, the blueprint is a high-level concept outline and rationale, while the pitch is to illustrate and explain the concept with tangible details.
- **Go-to-Market:** Share a general strategy for how you will put your solution in market. Detailed tactics and approach will be needed for the finale.

THE FINALS | FEBRUARY 28 – MARCH 4

Feedback sessions will be held with each team heading to SoCal to best prepare for the finale. Dedicated time on the stage in the competition room will be set aside for a full rehearsal for each team.

Key Points:

- **Top 3 teams** from the semifinals will update their idea blueprints.
- **Email blueprints and final presentations** to cfa.credit.academy@experian.com.
- **A detailed go-to-market strategy and “work in progress” prototype** are necessary.

Competition Requirements:

- **Idea Blueprint:** Use any feedback and new ideas to revise your solution concept. Ensure your blueprint is a solid introduction to your solution that can stand alone as a judge’s pre-read.
- **Live Pitch:** Prepare a 30-minute (max) live pitch to elaborate on your solution concept, demo/illustrate a “work in progress” prototype and share a detailed go-to-market strategy.
- **Q&A:** Be ready to defend your solution during a ~15-minute Q&A portion with the judges. While you will be able to prepare for some questions, others will require you to think on your feet. It’s okay not to have all the answers, and to formulate ideas on the spot.

Judging Criteria:

- **Impact (20%):** What potential does the idea have to make a significant difference?
- **Innovation & Originality (20%):** How unique and creative is the idea?
- **Go-To-Market (15%):** Do you have a detailed GTM plan with strong market appeal?
- **Proof of Concept (20%):** How real, achievable, and viable is the prototype?
- **Presentation (25%):** How effective is the live pitch at explaining and selling the idea?

IDEA BLUEPRINT

Use this template to summarize your idea for the 2024-2025 #IYKYK Pitch Competition.

TEAMMATE NAME	PHONE NUMBER

THE CHALLENGE

Revolutionize how your generation views Experian as a 'rite of passage' when turning 18 in the US. Develop a solution that makes Experian the go-to resource for building a financial legacy in cool, exciting, and culturally relevant ways so that you and your peers can secure and protect the bag.

YOUR BIG IDEA (ALL ROUNDS) – 1400 characters

Describe your idea, solution, or concept and how it positions Experian as the go-to resource to empower young people in the US during their coming of age. Keep impact, innovation and originality in mind.

YOUR IDEA IN ACTION (ALL ROUNDS) – 1400 characters

Explain how your idea works. What are the core, key components? Keep feasibility in mind.

COMMERCIAL LINK URL

Upload your 2-3-minute commercial to a site that can be accessed by the judges.

TAKING IT TO MARKET (SEMIFINALS & FINALS) – 1200 characters

Brief description of how the idea will be launched and promoted to reach the target audience. What marketing strategy and tactics will drive awareness and engagement? What are the key components of your go-to-market approach?

VALIDATION (FINALS ONLY) – 1200 characters

Explain the steps you have taken to validate your solution, refine your prototype, and get feedback from target audience.

FINANCIALS & FUNDING (FINALS ONLY) – 1200 characters

Explain the major costs involved with starting and launching your idea and any potential revenue streams (if applicable).



2025 #IYKYK Pitch Competition
**QUARTERFINALS
 JUDGING RUBRIC**

TEAM #	
TEAM NAME	
JUDGE NAME	

THE CHALLENGE

Revolutionize how your generation views Experian as a 'rite of passage' when turning 18 in the US. Develop a solution that makes Experian the go-to resource for building a financial legacy in cool, exciting, and culturally relevant ways so that you and your peers can secure and protect the bag.

Assign a score between 1 and 10 for each of the four criteria below based on your evaluation of the pitch.

IMPACT (20%)

Evaluate the potential for the idea to make a significant difference. Consider the number of consumers who could benefit and the extent of the impact on the target audience. A high score indicates the idea can positively influence many people and significantly improve their financial well-being.

1	2	3	4	5	6	7	8	9	10
1: Minimal impact					10: High impact				

INNOVATION & ORIGINALITY (20%)

Assess the uniqueness and originality of the entry. Consider how innovative and distinct the idea is compared to other offerings. A high score indicates the idea offers something genuinely new and different, setting it apart from current solutions.

1	2	3	4	5	6	7	8	9	10
1: Not original					10: Highly original				

FEASIBILITY (10%)

Evaluate the realism and achievability of the idea. Consider the likelihood of successful implementation. A high score indicates the idea is grounded in realistic planning and constraints.

1	2	3	4	5	6	7	8	9	10
1: Not feasible					10: Highly feasible				

IDEA BLUEPRINT (25%)

Evaluate the clarity of the idea's presentation in the blueprint. Consider how well the solution's key components are conveyed. A high score indicates the blueprint is clear, detailed and well-organized.

1	2	3	4	5	6	7	8	9	10
1: Poor blueprint					10: Excellent blueprint				

COMMERCIAL (25%)

Assess the effectiveness of the idea's presentation in the 2-3-minute commercial. Consider the clarity of the concept in the video together with an engaging delivery. A high score indicates the commercial is informative, persuasive, and leaves a lasting impression.

1	2	3	4	5	6	7	8	9	10
1: Poor commercial					10: Excellent commercial				

COMMENTS





2025 #IYKYK Pitch Competition
SEMIFINALS
JUDGING RUBRIC

TEAM #	
TEAM NAME	
JUDGE NAME	

THE CHALLENGE

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FEASIBILITY (20%)

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1	2	3	4	5	6	7	8	9	10
1: Not feasible					10: Highly feasible				

GO-TO-MARKET (10%)

Evaluate the potential for the idea to scale and meet demand while addressing consumer needs. Consider the general approach to a market launch strategy. A high score indicates a strong general go-to-market plan with high market appeal.

1	2	3	4	5	6	7	8	9	10
1: Minimal appeal					10: High appeal				

PROOF OF CONCEPT (10%)

Assess the effectiveness and viability of the idea. Consider how the proposed testing approach addresses specific objectives and challenges. A high score indicates a strong foundation for the proof of concept to develop a prototype.

1	2	3	4	5	6	7	8	9	10
1: Poor POC					10: Excellent POC				

PRESENTATION (20%)

Evaluate the effectiveness of the live pitch and the participants' communication skills. Consider the clarity and creativity of the presentation. A high score indicates the pitch was clear, compelling, engaging and memorable.

1	2	3	4	5	6	7	8	9	10
1: Poor presentation					10: Excellent presentation				

COMMENTS



2025 #IYKYK Pitch Competition
FINALS
JUDGING RUBRIC

TEAM #	
TEAM NAME	
JUDGE NAME	

THE CHALLENGE

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IMPACT (20%)

Evaluate the potential for the idea to make a significant difference. Consider the number of consumers who could benefit and the extent of the impact on the target audience. A high score indicates the idea can positively influence many people and significantly improve their financial well-being.

1	2	3	4	5	6	7	8	9	10
1: Minimal impact					10: High impact				

INNOVATION & ORIGINALITY (20%)

Assess the uniqueness and originality of the entry. Consider how innovative and distinct the idea is compared to other offerings. A high score indicates the idea offers something genuinely new and different, setting it apart from current solutions.

1	2	3	4	5	6	7	8	9	10
1: Not original					10: Highly original				

GO-TO-MARKET (15%)

Evaluate the potential for the idea to scale and meet demand while addressing consumer needs. Consider the detail in the go-to-market launch strategy and tactics. A high score indicates a robust, thoughtful, detailed go-to-market plan.

1	2	3	4	5	6	7	8	9	10
1: Minimal appeal					10: High appeal				

PROOF OF CONCEPT (20%)

Assess the realism, achievability, effectiveness and viability of the idea. Consider how testing approach addresses specific objectives and challenges. A high score indicates prototype has some features / components built out and is more than a proof of concept.

1	2	3	4	5	6	7	8	9	10
1: Poor POC					10: Excellent POC				

PRESENTATION (25%)

Evaluate the effectiveness of the live pitch and the participants' communication skills. Consider the clarity and creativity of the presentation. A high score indicates the pitch was clear, compelling, engaging and memorable.

1	2	3	4	5	6	7	8	9	10
1: Poor presentation					10: Excellent presentation				

COMMENTS