

A free personal finance course, *mapped to AB 2927*.

Every California high school must offer a one-semester personal finance course starting in 2027–28, and the class of 2031 must pass it to graduate. The Launchpad covers all 13 required topics in Ed Code § 51284.5(a), and it's free for schools.

THE COURSE

The Launchpad

- Six units and a capstone, 39 modules, delivered as a web app
- A teacher playbook for every module, with openers and exit tickets
- Matched pre/post questions in every module, plus the Big Three on day one and the last day
- Students keep a Flight Plan of real money moves and a passport of what they learned

THE INVESTIGATION

The College Project

- An investigation of self and education that ends in a plan students can afford
- A book (Fifth Edition, \$15 per copy for schools), a one-period lesson, and a Launchpad unit
- College Roadmap checklists and family calendars for grades 9 to 12

FOR ANY CLASS, ANY DAY

Classroom tools

- **Real Takes:** 24 short interactives. Predict, see the real numbers, defend a call.
- **The Advisor Series:** 13 cases. Students read a situation and write a recommendation.
- **Draft Day:** a semester investing game that rewards a thesis, not a gamble.
- **The Arcade:** quick classroom games, no login.

STUDENT DATA

Privacy

- No student emails or accounts: a class code, a class password, a first name, and a last initial
- No ads, and student data is never sold
- Privacy pack on request: CSDPA posture, SOPIPA and AB 1584 statement, FERPA position

Tyler Hensley creates it
and revises it each year for new laws, aid rules, and numbers.

The Finance Lab runs it
free for schools, as a California 501(c)(3), and protects student data.

Your teachers teach it
starting with one section for a few weeks, if you like.

EVIDENCE

What changed for students

46.7% → 83.3%	17.6% → 69%	20 pts
believed they could afford a 4-year public university	believed they could afford a 4-year private university	drop in students highly stressed about college costs

The College Project pre/post surveys, 368 students, Title I California high school. Belief and stress measures, not knowledge measures. The Launchpad's first cohort runs fall 2026.

"My students found many of their questions answered in this comprehensive, insightful book." Roger Keating, Business Academy Teacher (Retired), Ocean View High School

OPTIONAL

AB 2927 rollout support

- **Readiness Session:** placement, staffing, A-G, the master schedule, a board draft
- **Teacher Bootcamp:** content and pacing for the teachers assigned the course
- **Year-One Coaching:** monthly support through the first semester

Works with any curriculum. Pricing on request.