

The personal finance course California asked for, designed by a career classroom teacher.

The Launchpad is a free six-unit personal finance curriculum with a live teacher dashboard. Nearly two decades teaching high school students, plus an early career in wealth management, went into every lesson. Every required topic in Ed Code § 51284.5 is mapped to the module that teaches it. No bank sponsors. Measured with pre/post data from California classrooms.

WHAT IT IS

- Six units: Banking & Saving, Investing, Credit & Debt, Taxes, Insurance, The College Project.
- 39 self-paced digital modules (20 to 30 minutes each) plus 24 shorter Real Takes in digital, print, and projector formats.
- A teacher dashboard with live class-level outcomes, a confidence heatmap, CSV export, standards alignment, and pacing guides.
- Every module ships with a facilitation playbook.

AB 2927

California high schools must offer the one-semester course starting 2027–28; it becomes a graduation requirement with the class of 2031. The topic-by-topic crosswalk to § 51284.5(a), with statute citations, is at thefinancelab.co/ab-2927.

COST

The Launchpad: free for every teacher and student, no cap on classes. The only priced items are print books: The College Project workbook (\$20 Scholarship Tier / \$15 Discounted Tier for school orders) and the Activity Workbook (Amazon retail, 10% off at 10+). School orders fund student scholarships.

OUTCOMES

83.3%

believed they could afford a 4-year public university, from 46.7% before

69%

believed they could afford a 4-year private university, from 17.6% before

Pre/post survey, 368-student research cohort, California classrooms using The College Project. Instrument and full results on request.

STUDENT DATA AND PRIVACY

- Students join with a class code and a first name. No student emails, accounts, birthdates, or addresses.
- No ads, no trackers, no sale of data. Teachers can delete a class and its records at any time.
- Privacy pack on request: California Student Data Privacy Agreement (CSDPA), SOPIPA and AB 1584 statement, FERPA posture. Full policy at thefinancelab.co/privacy.

HOW TO PILOT

- **Open the demo** at launchpad.thefinancelab.co/teacher?guest=1. No signup.
- **Create a class code** and assign Banking & Saving to one section.
- **Send us your numbers.** We walk through the pre/post shift with you.

Who builds it. Tyler Hensley, Founder and Executive Director, is a California classroom teacher who began his career in wealth management and designs, writes, and codes every Finance Lab resource. Krista Meyers, Director of Programs, is a veteran classroom teacher with a counseling credential who teaches Dual Enrollment College Seminar.

Contact: team@thefinancelab.co · thefinancelab.co/contact

Demo: launchpad.thefinancelab.co/teacher?guest=1

Crosswalk: thefinancelab.co/ab-2927