



Financial Education

Fostering empowerment and capability with Financial Avenue.

Financial education is so much more than planning, saving, and spending. It's how your worldview shapes your financial habits, having the tools to make choices, and making the connection between knowledge and action. Financial Avenue delivers with one mission: to advance financial equity and understanding by helping students of all ages put the personal back in personal finance.



Students Struggle to Manage Money

60% of students give themselves a “C” or lower on their self-perception of financial knowledge. More than 60% also find it at least somewhat difficult to cover expenses and 52% are concerned they may not be able to pay their student loans.

Inceptia: The State of Student Finances 2021



The Road to Financial Wellness Begins with Financial Avenue

Making a Meaningful Impact

Financial education doesn't work if it doesn't resonate with users. Financial Avenue is designed by an expert team of financial educators and instructional designers who know how to make the learning stick. Then, the learning practices translate into positive financial behaviors that set students up for informed money management habits.

Content That Matters

Our ten stand-alone modules cover the topics that matter most to students, that can be delivered at a time when they need it most, in a way that appeals to varied learning styles. The self-paced program is available anytime, through our convenient app or website, with modules full of quick sound bites, dynamic videos, quizzes, and practical knowledge checks that allow students to track their progress as they go.

- Psychology of Money
- Foundations of Money
- College and Money
- FAFSA
- Loan Guidance
- Earning Money
- Spending and Borrowing
- Debt and Repayment
- Future of Your Money
- Credit and Protecting Your Money

Empowering Administrators

Financial Avenue utilizes Canvas, the #1 LMS used in schools across the country. This allows for limitless integration and customization options, as well as the convenience of cloud-based hosting for minimal downtime and maintenance.

Additionally, we make it easy to promote and adapt the program with our fully stocked Marketing and Educator toolkits; everything you need to plug-and-play with ease.

Convenient & Flexible

Financial Avenue can be utilized as an individual study course or parsed out for classroom delivery. You can choose to have students complete one, two, a few, or all courses based on the needs of your population. You can also use the lesson plans, PowerPoints and Prezis, and videos for further connection in a classroom or workshop setting. Additionally, the availability of Financial Avenue within the Canvas student app makes it even easier for users to access financial education at a time and place that works best for them.

This flexibility for students and administrators alike makes Financial Avenue a cross-department and cross-campus “win” for your educators and offices.



Financial Avenue opened up new channels in how we advise students. Besides discussing how they are doing in classes, they start to feel more comfortable asking money questions. It deepens our relationship.

— Chuanyao Zheng
Assistant Director
Thompson Scholars Learning Community
University of Nebraska Kearney

Tools for the Future

Helping students build successful futures goes beyond the traditional classroom. Throughout the Financial Avenue experience, students will identify their personal money philosophy, gain knowledge of key personal finance concepts from budgeting to managing debt to investing, and come away from each course with a customized action plan to translate concepts into behaviors. Students will also strengthen their understanding of topics specific to student borrowers like FAFSA, the financial aid process and student loan management and repayment.

Easy Implementation & Onboarding

Financial Avenue is a virtual platform solution, built in Canvas, so you can offer usable content as soon as you set up your module requirements. Cobranding is available to let your students know they are in the right place. Always-on availability and the Financial Avenue app meets students where they are and when they are available.

Students are looking for meaningful financial education that speaks to how they're living right now; with Financial Avenue, you can give them that and more. You can give them financial empowerment.



Talk to Us

To learn more about the full capabilities of our Financial Education Solution, contact your business development representative, call 888.529.2028 or visit inceptia.org.



Meet the Knowl

Financial Avenue is the home of the Knowl: an owl with a wealth of money knowledge who guides learners. With a healthy dose of wise “Knowl”-edge, there’s nothing the Knowl likes better than helping students—and anybody really—get smarter about money.

We uncomplicate financial aid.

Inceptia is a nonprofit organization committed to innovative, effective and uncomplicated solutions for verification, financial aid management, smart borrowing, financial education, student outreach and repayment wellness.