



SINGLETON
FOUNDATION
FOR FINANCIAL LITERACY & ENTREPRENEURSHIP®

2024 IMPACT REPORT



Million
Stories

VENTURE
VALLEY

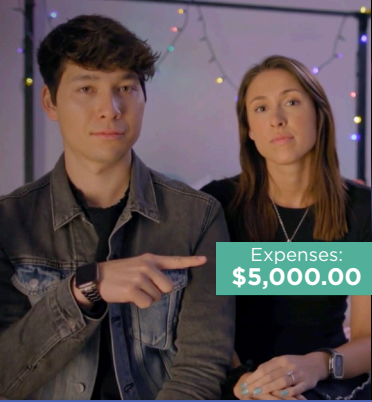
SLYNGSHOT
LAUNCH YOUR IDEAS

groove
Find your financial rhythm.



Through collaboration and a shared sense of purpose, these partners help us amplify our work. Their commitment to our shared mission allows us expand our reach, strengthen our programs, and make a tangible difference in the communities we serve together.





**SINGLETON
FOUNDATION**
FOR FINANCIAL LITERACY & ENTREPRENEURSHIP®

**Million
Stories**



SLYNGSHOT
LAUNCH YOUR IDEAS

groove
Find your financial rhythm.®

2024

Table of Contents:

**02 2024:
Singleton Foundation**

03 Founder's Note

**4-5 Inspire:
Million Stories**

**6-7 Engage:
Venture Valley**

**8-9 Launch:
Slyngshot**

**10-11 Act:
Groove**

12-13 Our Year in Photos

**All programs work together
to inspire entrepreneurship &
healthy financial habits.**

**Million
Stories** 

**An award-winning video channel
aiming to break the taboo of talking
about money.**



**An award-winning video
game igniting business and
entrepreneurial skills.**

S L  N G S H O T®
LAUNCH YOUR IDEAS

**An AI-powered app that makes it
possible for anyone to create, build,
and share a business idea.**

groove
Find your financial rhythm.

**A personal finance and habit-building app
created with behavioral science to build
financial confidence and competence.**

'24

**Singleton Foundation programs have collectively generated
hundreds of thousands of interactions, improving financial
competence.**

1.4B

**Impressions Across
Social Channels**

1.4M

Followers & Subscribers

10,000

Business Ideas



The transformative power of our work is evident in the stories of people like Jon and Lety, who appeared in our series *Heartbroke*. With the right guidance, they were able to turn their financial lives around—reducing their debt and ultimately purchasing a home. Stories like theirs remind us why our mission matters and inspire us to continue harnessing the power of entertainment to change lives.

Million Stories reached a milestone of over 240 million views and 1.4 million followers across all social platforms. From tackling student debt to launching startups, we're helping viewers make better financial choices.

GROOVE introduced “money personality”; identifying users’ unique relationships with money and tailoring their healthy-habit building journey accordingly. 89% of users reported that GROOVE helped them learn about personal finance, and 73% said that it helped them develop healthy financial habits.

As we reflect on the impact of 2024, we recognize the work yet to be done. We look forward to partnering with old friends and new, to create a world where everyone has the financial knowledge and skills to thrive.



Slyngshot introduced the power of AI to help budding entrepreneurs bring their nascent ideas to life more strategically, creatively, and faster than ever, resulting in over 10,000 new business ideas created.

Venture Valley gamified entrepreneurship through live tournaments with real life prizes. In 2024, we brought the spirit of competition to a whole new level with game contests at MIT and Boston, engaging students from 15 different colleges in the greater Boston area.

Will Singleton | Founder

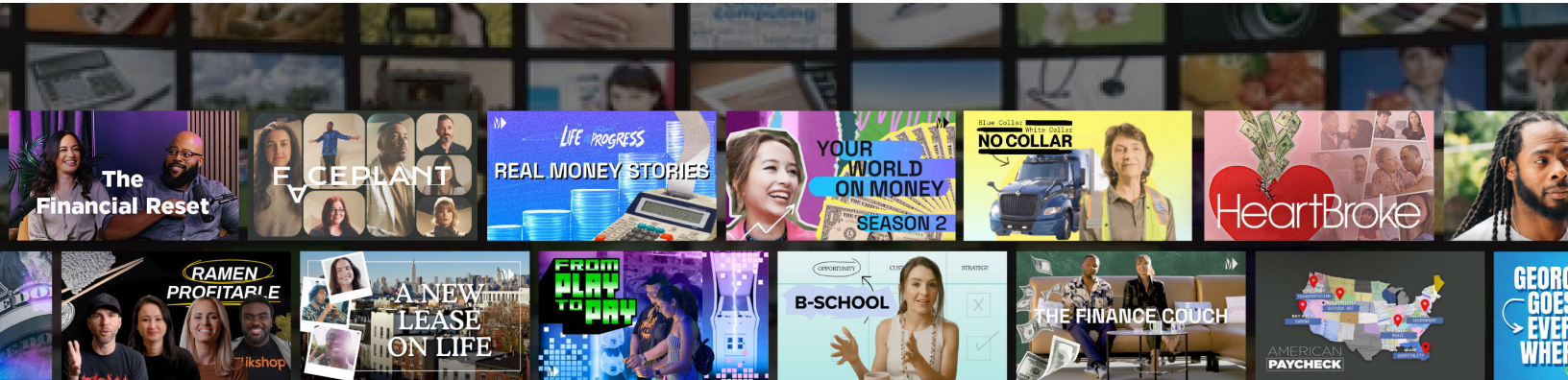
Singleton Foundation
For Financial Literacy and Entrepreneurship

Cary Singleton | Founder

Singleton Foundation
For Financial Literacy and Entrepreneurship



An award-winning channel featuring shows that inspire entrepreneurship, provide practical money advice, and help viewers build the lives they want.



Overall Impact

1.35M
Total Followers

245M
Total Views

198M
Total Engagements

1.5B
Total Impressions

2024 Awards



3 Telly Awards
for *Your World
On Money &
HeartBroke*



2 Anthem
Awards for
*Your World
On Money*

'24

Million Stories has entered into an exciting strategic production and distribution relationship with Fuse Media, which reaches over 50 million households. We are launching a new co-branded channel called ProfitHub.

'25

Million Stories is tripling its new content output to support its expanded presence and sponsor relationships through its partnership with Fuse. We are also in development on a major documentary film and social impact campaign.



More than two years after appearing on the Million Stories series *HeartBroke*, the featured couples have dramatically and positively changed their financial futures.



Jon & Lety

Jon and Lety, a young military couple featured in *HeartBroke*, were overwhelmed with \$10K+ debt and over-spending habits. After receiving financial guidance on the show, they were able to improve their money habits, purchase their first home, and move to a new city.

HeartBroke

4M

Heartbroke
Views

3M

Engagements

91%

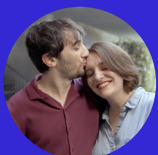
Believe financial
stability is possible
for couples with
a plan

HeartBroke Highlights:



Dre & Asha

Dre and Asha were able to overcome financial challenges after appearing on *HeartBroke*. They reduced their living expenses, adopted strong budgeting practices, and started a family.



Rachel & Ty

After appearing on *HeartBroke*, they both secured new, better jobs, developed an investment portfolio, and learned how to better balance their household expenses.

Finance Couch



+1.8M

Total Views

72%

Of viewers were motivated
to create a budget, save more,
and pay down debt

70%

Of viewers were motivated
to take steps to improve their
financial health



Teaching the building blocks of business and entrepreneurship through gameplay.



273K

Students Impacted

245K

Users

88K

Total Hours of Gameplay
Since Launch



19

Schools Participating
in Game Events

7K

YTD Total Hours Spent
Playing the Game



'24

The Venture Valley business simulation game inspired students through gameplay and taught them critical thinking skills about business, entrepreneurship, and financial literacy.

'25

Venture Valley is focused on expanding its reach to students globally through strategic education and industry partnerships. Tapping into the growth of enterprise and invention education, VV is integrating the game experience and curriculum into programs that inspire the next generation of entrepreneurs.



AWARDS & ACHIEVEMENTS



ANTHEM AWARDS '24



SERIOUS PLAY



**TECH & LEARNING
AWARDS BACK TO
SCHOOL**



**TECH & LEARNING
BEST OF 2023**



ECGBL



GEE! Awards 2023



What People Are Saying:

"It was awesome to compete in the Venture Valley Boston Competition. Super fun. It was an amazing setup. We (the top 3 student winners) are going to pool our winnings. All the money is going to go straight into a new AI venture for small businesses."



**Travis Falk, Computer Science Sophomore
at Boston University**

"Venture Valley Collegiate Cup exceeded all expectations. More than 150 students turned out for the event, and many of them played Venture Valley in our E-Sports Lab or on their phones for hours. Students relished the novelty of learning about launching a startup business in video game format. Similarly, the Stillman School of Business faculty embraced Venture Valley as an innovative experiential educational tool and brought their classes to the event. This Venture Valley Collegiate Cup was one of our best events ever."



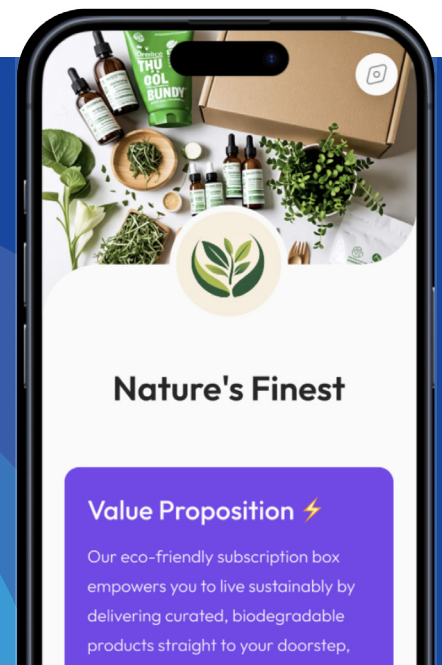
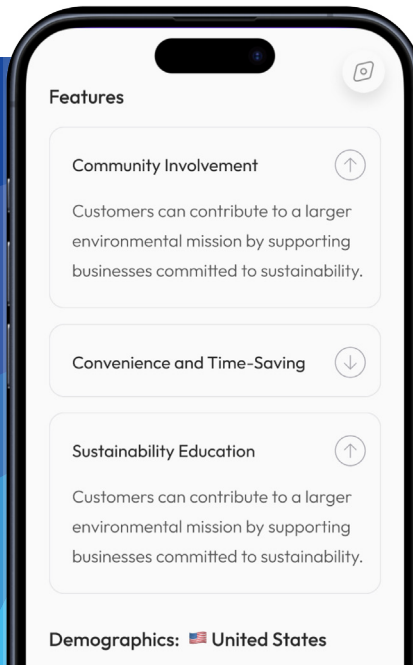
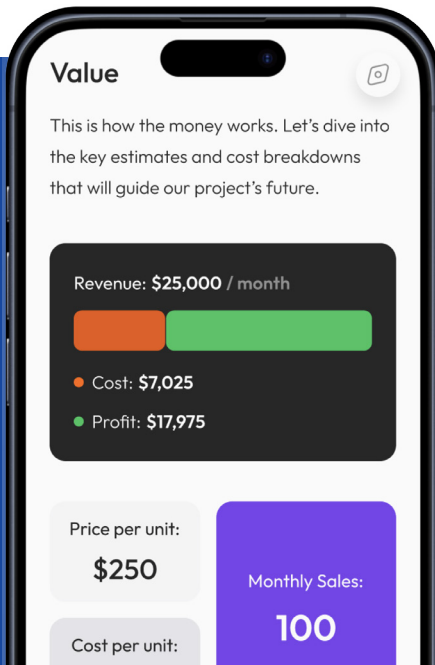
**Susan Scherreik, Founding Director, the
Center of Innovation and Entrepreneurship,
Seton Hall University**

"The more we can play with these concepts of running a business and what's involved, the more it spurs that entrepreneurial motivation because we have prepared our minds for what is coming our way. We love Venture Valley because it is a way to add that part that we know we need [in invent education] without having to create it ourselves because you have done such a good job, so we just need to use it."



**Stephanie Couch, Executive Director,
Lemelson MIT Program
Massachusetts Institute of Technology (MIT)**

AI-powered app that makes it possible for anyone to create, build, and share a new business.



10,000

**Business Ideas
Created on Slynshot**

140

**Schools & Organizations
Used Slynshot on Campus
This Year**

10x

**The Speed & Power
of Slynshot at This Time
Last Year**

'24

2024 was a huge year for Slynshot. We launched our AI-powered mobile app, moving toward our goal of making entrepreneurship accessible to all. This year, we have a lot to celebrate, including the successes of our partners and users and the small changes that add to immeasurable impact.

'25

We will partner with various lending agencies to better connect funders to founders and bring capital accessibility to a wider array of entrepreneurs. These funding partnerships will allow Slynshot to become a self-sustaining and scalable power for good as we move into an AI-driven entrepreneur economy.



The Evolution of a Slynshot-founded Company

Kayla Lokker, founder of Easy Wear Jewelry (formerly Easy Clasp) has continued to find success, securing more than \$200,000 in VC funding. She even used her Slynshot site to help her secure a patent for her product; the first retractable jewelry clasp that completely eliminates the hassle of using traditional jewelry clasps.

The Winning Idea:

Empowering Young Innovators to Solve Real-World Challenges with The Clubhouse Network's Change Reaction Competition

In October, Slynshot collaborated with the Clubhouse Network to host the Change Reaction Contest, in which students from all over the world competed for up to \$1,500 in seed money. The founders of the winning idea, EcoSmart, spoke about the impact of their waste management business on their Slynshot page:



“In Panama, solid waste management has become a critical issue with severe environmental and social repercussions. Our solution is a system that integrates low-cost smart containers with a mobile application to incentivize and reward citizens for recycling.”

Innovate Alabama Innovation Depot Economic Development Partnership of Alabama Hudson Alpha Wiregrass

“Our team at Innovation Portal has enjoyed the pleasure of working with this incredible team testing and providing feedback for both versions 1 & 2.

What Ryan Groves, Landon Phillips, and Diana Inguito and their team have been able to create is incredible.

The day it launched I was able to walk a 16 year-old through a preliminary business plan simply by putting his thoughts into the Slynshot platform. After about 20 minutes of my slow thumb typing on a phone we had about 220 pages of business plan and research for him to move forward.

This tool is incredible. Every hashtag #incubator should have this in their tool kit to help get the idea from someone's brain and put it in an actionable format.”

-Todd Greer, Innovation Strategist



Using AI to Ignite an Entrepreneurial Spirit in College Students

Our partners at the Collegiate Entrepreneurs Organization were looking for a tool to serve as an entry platform for their annual pitch competition. This year, the newly-launched Slynshot AI fit the bill.

We loved reviewing the Slynshot pages from the top 100 finalists and were thrilled to be able to host them for a Slynshot reception.



A financial habit-building app that transforms your relationship with money. By combining AI data-driven insights with a behavioral and emotional approach to money, Groove offers a personalized experience that helps users achieve lasting healthy financial habits.



A University of Oregon Case Study revealed the following student impact:

89%

Reported That Groove Helped Them Learn About Personal Finance

73%

Felt the Platform Helped Them Develop Healthy Money Habits

72%

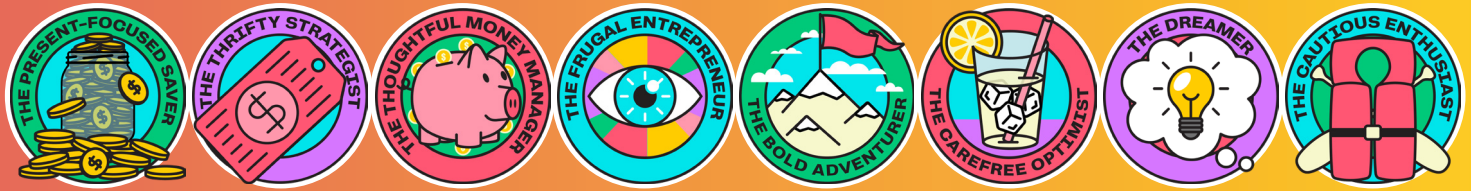
Said Groove Helped Them Feel Better About Their Money

'24



- Groove expanded its product offering this year by implementing Plaid, allowing users to directly and securely connect their financial accounts to Groove. This allows us to give users better insights into their spending and saving patterns.
- Groove was showcased at Money 20/20, HEFWA, AFCPE and SFEPD.
- National sorority Gamma Phi Beta has completed their pilot program with Groove and is now rolling it out to the majority of their chapters.
- Gamma Phi Beta and University of Michigan are conducting a case study to measure the impact of Groove on women's financial behavior.

Groove Money Personalities



2.2K

Members in Our
Growing Community

'25

Groove will be built out as a native phone app to better serve users' needs.

Groove is bringing on additional university partners and focusing on partner relationships in other sectors.

What People Are Saying:

"Groove has made it simple for me to [see] what my cash flow, budget, and spending limits are, and having that backbone is just so pivotal to managing my stress levels."

- Cooper (UO student)

"It made some of the coaching sessions easier because it [gave] me a really great tool to be able to provide students with, that walks them through the process of budgeting and takes some of that fear factor out of getting started [with financial education]."

- Grace (Peer Financial Coach)

"During the past six months, we have introduced this resourceful app to the homeless adults in our transitional housing program as they get reintroduced into the workforce. Your innovative approach to managing finances has helped engage and educate our residents about budgeting and saving for their futures."

- Orange County Rescue Mission

"Groove has provided me with a platform where I can direct students to if I want them to research different topics, and I know that the information will be impartial and accurate. As an organization, Groove has also helped us track trends among our students. Specifically, things like what areas of content tend to be explored most in the resource center. With this information, we can structure supplemental learning for students based off the pieces of information that we find they gravitate toward the most. At FLY Initiative, we work with a wide range of youth, spanning from middle schoolers to high schoolers. Groove allows us to introduce our students to an interactive resource that no matter what age, [they] can engage with the platform in a way that is comfortable to them. Whether they are a senior who is working and is actively utilizing the cash flow tool, or an 8th grader who just wants to explore different articles on saving."

- FLY (Financial Literacy Youth)







SINGLETON
FOUNDATION

FOR FINANCIAL LITERACY & ENTREPRENEURSHIP®

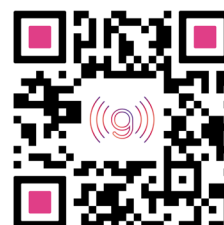
- 1 (626) 639-8259
- info@singletonfoundation.org
- singletonfoundation.org
- 177 E Colorado Blvd #200,
Pasadena, CA 91105

Million
Stories



SLYNGSHOT®
LAUNCH YOUR IDEAS

groove
Find your financial rhythm.



Our aim is to inspire entrepreneurship and make financial competence fun, engaging, and accessible to all.