

Financial Literacy for Families

Raising Investors of the Future

Profile

*Family's learning companion for the first 3,000 golden days
to nurture aspiring life-long learners.*

Kinderkloud believes that every child is SPECIAL.

Just like love, there is a specific language for each child to learn and realize their potential.

Kinderkloud is the safe space for children to fall in love with their own way of learning and become lifelong learner.

This will prepare your child to adapt to the everchanging world, because they will gladly learn new things with love and passion.

Empower parents to be the first and most important teacher.

Together with psychologists and educational practitioners curate creative and innovative personalized learning experience for each child

This is our greatest legacy for the future of our children.

kinderkloud



In simple words, more than just a book.



Kinderkloud, your Personal Learning Partner

kinderkloud believes that every child is born a genius. Just like love, there is a specific language for each child to learn and realize their potential. Some are lucky enough to know this early on, have supporting parents and conducive environment that nurtures them from the beginning - while let's just say that some others are not.

Aline Wiratmaja

Profile



alinewiratmaja 

Following  Message  

2,363 posts 115K followers 4,188 following

Juanita Wiratmaja
Digital creator

- Certified Financial Planner (CFP)
- family & financial well-being
- business anchor @seatodaynews
- CP: @kayleenm08... [more](#)

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Aline Wiratmaja CFP is a renowned news anchor and Certified Financial Planner (CFP).

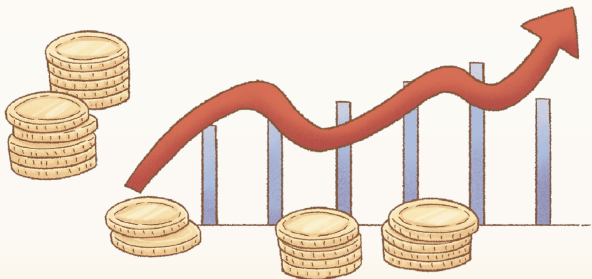
Aline is known for her practical advice and ability to break down complex financial concepts into easily digestible terms. Her expertise encompasses a wide range of topics, including personal finance, investments, and retirement planning. Aline's contributions have helped educate and empower individuals to make informed financial decisions.

Goals

Together with Kinderkloud, Aline envisioned financial literacy for children from a young age. We realized the importance of teaching financial concepts early on and collaborated with her son, Evan, to write a children's book that would introduce these concepts in a fun and engaging way.

Goal of this book:

- Help children **understand the value of money** and develop healthy financial habits.
- **Develop financial literacy skills: saving, sharing,** and making wise **spending** choices.
- **Introduce young children about financial term** in a way that is age-appropriate and engaging.
- **Support parents** in teaching financial literacy
Provide parents with a valuable resource to help them teach their children about money management.



Timeline Dream Jar



July Dream Jar

The Dream Jar Book soft launching and pre-order.

▶ September Workshop

Family Financial Literacy Workshop with Kiwoom Sekuritas and Bursa Efek Indonesia.

▶ September Book Launch

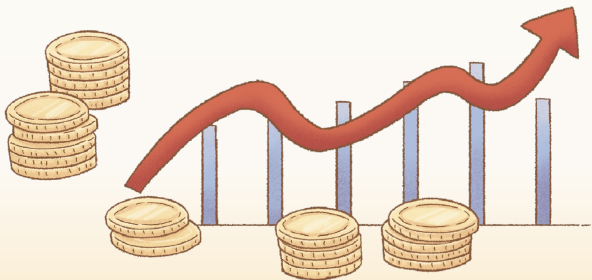
Dream Jar Book Storytelling
Investopoly Giant Boardgame
Earning, Save Share, & Invest Treasure Hunt Game.

▶ October PR Package

Dream Jar PR Package distribution to partners and influencers to receive testimonials.

▶ November Roadshow

Kinderkloud x Aline Wiratmaja school tours for Family Financial Literacy Workshop.
Dream Jar Book Storytelling
Investopoly Giant Boardgame.



Targets

The *Dream Jar* Workshop



Target of Event

300

Attendees

175

Children

40

PR Package

Target of Book Launch

5

School Tours

500

Books

1.000

Play Kits

Interactive Workshop Financial Literacy for Families

"Raising investors of the future"

1. Interactive Talkshow

Teja Amanda Putra (IDX)

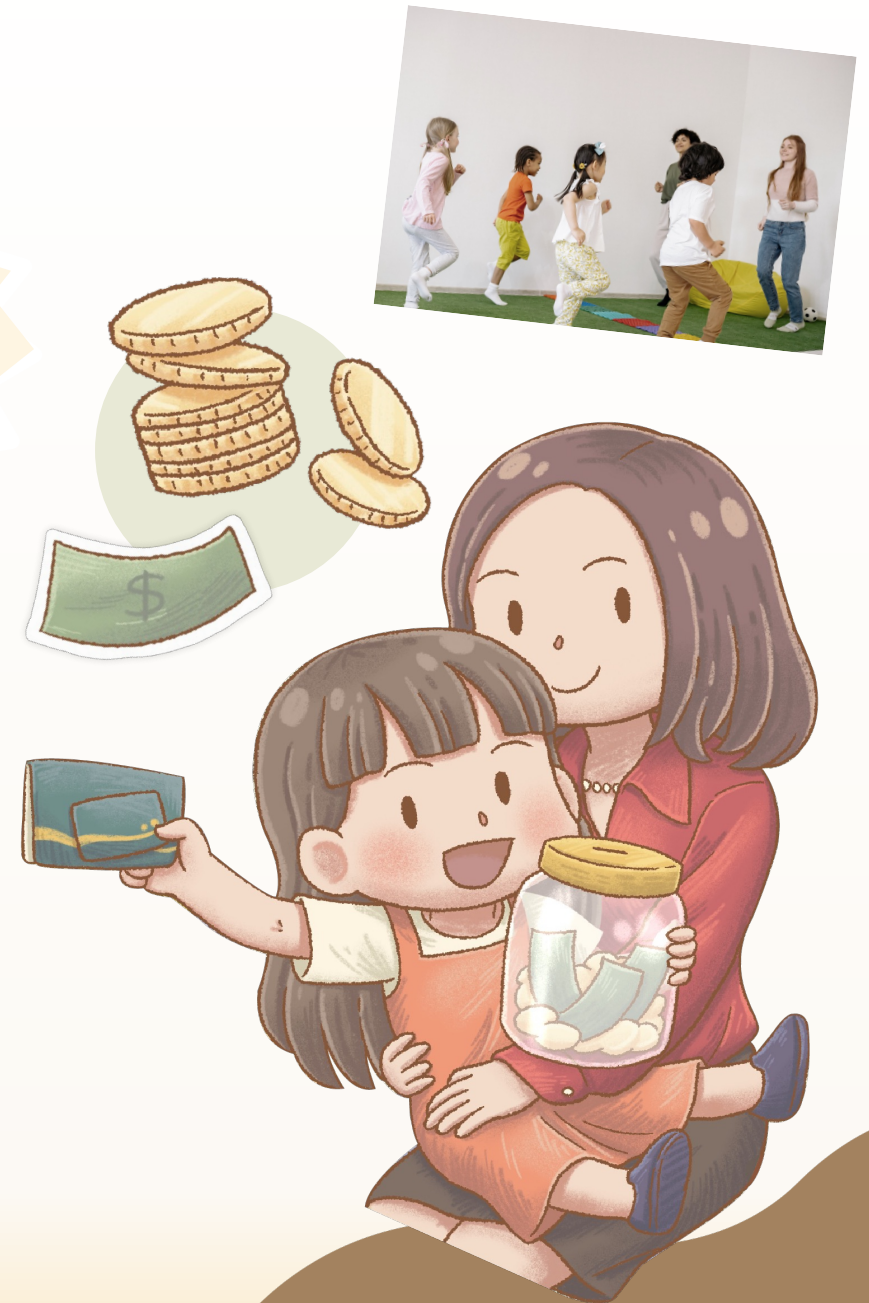
Aline Wiratmaja & Evander Sidharta

Oktavianus Audi Kasmarandana (Kiwoom)

2. Children Tour of Bursa Efek Indonesia

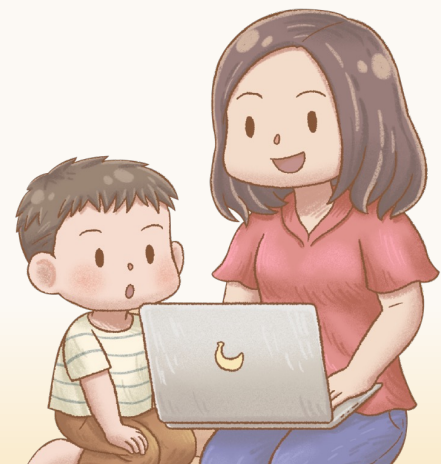
(Earn, Save, Share & Invest Treasure Hunt)

3. The Dream Jar Book Storytelling & Giant Monopoly Board Game



Rundown Event "Raising Future Investors"
IDX x Kiwoom x Kinderkloud x Aline Wiratmaja
21 September 2024

Start	End	Location	PIC	Event
9:00	9:30	Main HALL for ALL PARTICIPANTS	Registration	REGISTRATION by showing Kiwoom Account Opening & Form
9:00	9:20		MC	Participants directed to visit booth of Kiwoom Sekuritas & Kinderkloud
9:20	9:30		MC	Participants take seat at main hall
9:30	9:40		MC	OPENING (Introduction & Sambutan Narasumber & VIP GUESTS)
9:40	9:45		Mr. Changkun Shin	Opening speech President Director Kiwoom Sekuritas
9:45	9:50		Direktur BEI (TBC), Mr Changkun Shin, Aline Wiratmaja & Evander Sidarta, Kinderkloud	Book Launching: Unveiling of GIANT Book and PHOTO SESSION
9:50	10:00		Storytelling	Evander Sidharta
10:00	10:45	Kids around BEI	MC	TALKSHOW (Teja Amanda Putra, Aline Wiratmaja & Evander Sidharta, Oktavianus Audi Kasmarandana)
10:45	11:00		MC	Question & Answers with GIFTS
10:00	11:00		GAME MASTER	BEI Tour and Treasure Hunt Game split into teams 10 Teams
11:00	11:15	Main Hall		
11:15	11:30	Main Hall	MC	Adults to meet children, ice breaking, testimony
11:30	11:45	Auditorium & BEI areas	MC	Closing & Photo Session
11:45	12:00	Main Hall Mezanine	MC	EXCHANGE OF GOODIE BAG & Check OUT





Thank You!



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Alice Wiratmaja