

Community



BANK OF THE BAY

Since 1996 Oakland, CA

Findley Reports
Super Premier Performer

Rated 5 Stars
by Bauer Financial

The Hidden Genius Project trains and mentors underserved black male youth in technology creation, entrepreneurship, and leadership skills.



MindBlown Labs

MBL

Key Program Features

- Over 300 students served
- Training in software development
- Tech career exposure
- Extensive practice in problem solving
- Holistic leadership development



MindBlown Labs

MBL

CBB engaged shareholders with a Hidden Genius Project presentation at annual meeting

MindBlown Labs



MindBlown Labs is an education technology company that creates highly interactive, experiential learning tools to empower young people to make better life decisions. Their first financial capability solution is Thrive 'n' Shine, a captivating mobile app/game that teaches teens and young adults about personal finance.

CBB provided office space to HGP and Mindblown Labs for two years

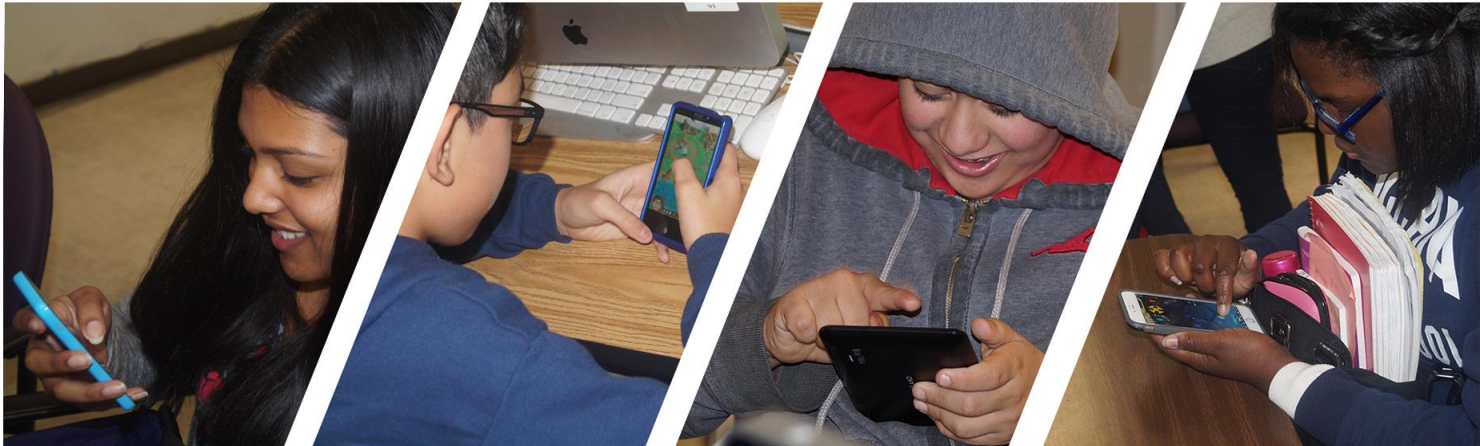


Fun | Mobile | Financial Education Game:

THRIVE 'N' SHINE

CBB sponsors unlimited free downloads of Thrive 'n' Shine - a fun mobile app that empowers teens with critical money management skills. Coupled with a flexible, experiential learning curriculum, it is the perfect tool to help students relate to, and actually experience, important financial concepts.

LEARNING OUTCOMES



Auto Loans



Bankruptcy



Budgeting



College Education & Earning Potential



Credit Cards



Credit Score



Emergency Fund



Insurance



Saving



Mortgages



Student Loans



Taxes



Time Value of Money

Benefits & Results



Branding

Be branded in and affiliated with a cutting-edge game.



Financial Capability

More effectively provide personal finance education to teens and young adults.



Relationships

Build relationships with the next generation.



Differentiation

Communicate the value and benefits offered by your financial institution.



Engagement

Better engage and retain teens and young adults.



363

Users

2,905

In-Game Visits

5,113

Challenges