Picnic Academy

PROJECT INITIATION DOCUMENT

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1. Project Purpose

The project aims to launch an innovative digital learning platform, "PICNIC ACADEMY" designed to equip young people (ages 16–18) with critical skills needed to navigate today's challenging world, particularly:

- financial literacy
- employability, and
- foundational computational thinking

The platform uses **mobile gaming** as the primary engagement mechanism, introducing learners to **logic gates**, a core component of the UK national curriculum and the conceptual foundation of all modern computing. This acts as a gateway to a broader **financial literacy programme**, beginning with FinTech and progressing to saving, investing and managing money in a digital economy.

The project also includes a **student-led game development challenge**, offering participants hands-on experience in the full product lifecycle. The winning student will receive an **equity share** in the game, providing authentic exposure to entrepreneurship and ownership.

Finally, the project will produce a series of **5-minute vertical films** documenting the journey, aimed at parents, educators and young people.

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2. Project Objectives

- **Develop a mobile education game** that teaches logic gates through interactive, gamified challenges.
- **Deliver a financial literacy curriculum** that builds from logic gates → computing → FinTech → personal finance.
- **Increase employability** by teaching practical skills such as problem-solving, digital literacy, and financial decision-making.
- **Run a national student pitch competition** where young people propose enhancements or new features for the game.
- **Award equity participation** to the winning student, modelling real-world innovation and entrepreneurship.
- **Produce vertical films** to showcase the project's development, impact, and student stories.
- **Engage parents, educators, and youth organisations** through compelling storytelling and accessible learning pathways.

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3. Project Scope

In Scope

- Design and development of the mobile logic-gates game.
- Creation of a structured financial literacy learning pathway.
- Student pitch competition (design, judging, mentorship).
- Production of vertical films documenting the project.
- Partnerships with schools, colleges, youth groups, and FinTech organisations.
- Marketing and outreach to the 16–18 demographic.

Out of Scope

- Full vocational training programmes.
- Non-digital delivery formats.
- Adult financial literacy content beyond the 16–18 target group.

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4. Target Audience

- Young people aged **16–18**, especially those finding it difficult with higher education choices due to current depressed job market.
- Students in secondary school, sixth form, FE colleges, and early university.
- Parents and educators seeking modern, engaging learning tools.
- Youth organisations and community groups.

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5. Project Deliverables

- **Mobile Game (Logic Gates Quest)**
  - Teaches AND, OR, NOT, XOR, NAND, NOR through puzzles and levels.
  - Integrates narrative and rewards to maintain engagement.
  - Acts as the "on-ramp" to the financial literacy curriculum.

- **Financial Literacy Programme**
  - Lesson 1: Introduction to FinTech
  - Lessons on saving, investing, budgeting, digital payments, fraud awareness, and financial planning.
  - Real-world scenarios and interactive decision-making.

- **Student Pitch Competition**
  - Submission portal, guidelines, judging criteria.
  - Mentorship sessions for shortlisted students.
  - Equity share awarded to the winning student.

- **Vertical Films (5 minutes each)**
  - The making of the game.
  - Student journeys and pitches.
  - Educator and parent perspectives.
  - The impact of financial literacy on young lives.

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6. Benefits & Impact

- **Improved financial literacy** among young people at a critical life stage.
- **Enhanced employability** through exposure to digital skills and real-world project development.
- **Increased confidence** in navigating money, work, and digital systems.
- **Authentic learning** through hands-on game development experience.
- **Community engagement** via films that inspire and inform.
- **Scalable model** that can expand into other subjects and regions.

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7. Risks & Mitigations

- **Low commitment from senior team** → Ensure that all agree to deliverables before commencing.
- **Low engagement** → Mitigate with gamification, rewards, and social features.
- **Technical complexity** → Use modular development and phased releases.
- **Competition participation barriers** → Provide simple submission formats and accessible guidance.
- **Equity award legalities** → Work with legal advisors to ensure compliance and clarity.

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8. Timeline (to be decided)

- **Phase 1 (Months 1–3):**
- **Phase 2 (Months 4–6):**
- **Phase 3 (Months 7–9):**
- **Phase 4 (Months 10–12):**

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9. Success Criteria

- High engagement and completion rates in the logic-gates game.
- Demonstrable improvement in financial literacy knowledge.
- Strong participation in the student pitch competition.
- Positive feedback from educators and parents.
- Broad reach and impact of vertical films.
- Sustainable model for future expansion.

For more information

https://jacq.io/logic-gates/

www.jacQ.io