

MR\$ DOW JONES

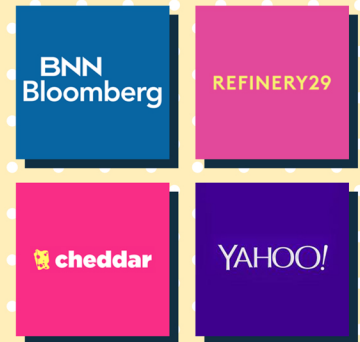
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FINANCE IS COOL 101



Haley Sacks has discovered that people can learn anything, even finance, if they're interested in how they're taught. Which is why she fused pop culture and humor to explain Wall Street in her burgeoning media brand- Mrs. Dow Jones.

Started on Instagram in 2017, *Mrs. Dow Jones* has amassed 80,000 followers and now has a clothing line. Haley has been featured on Bloomberg, Yahoo Finance, and Cheddar. Her course, *Finance Is Cool 101*, is the centerpiece to it all and has been taught at Goldman Sachs, Princeton, Yale, Columbia, and Dartmouth.



In *Finance Is Cool 101*, Haley demystifies the basics of investing using the language of celebrity. She created it as the ultimate gateway for millennials to learn about money. Whether you want to have a career on Wall Street or simply choose between an ETF or a Mutual Fund, this course will not only address the basics but also foster the confidence to further pursue a financial education. As an outgoing, personable female who taught herself about Wall Street, Haley undermines the stereotype that finance is a boring, monotonous, male-dominated industry impossible to break into and motivates her audience to do so as well. Students will leave this hour-long seminar feeling educated and inspired to challenge the status quo.