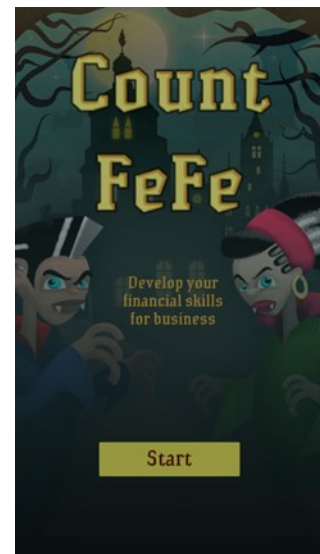


## **FEFE Project Newsletter September 2017**

### **Project FEFE Mobile Digital Game Prototype Now Available for Testing**

The 'Financial Education for Future Entrepreneurs' (FEFE) project is a two-year project led by Aston Business School. The project started on 1<sup>st</sup> October 2016 and is funded by the Erasmus+ programme of the European Union.

The aim of the project is to create a mobile digital game and other educational resources which develop financial skills for business. As well as the game, another key output of the project will be 'Country Guides' which provide key information on how to set up and run a business in each of the countries represented by the project consortium: UK, Austria, Cyprus and Spain. The outputs of the project will be targeted at learners in both Vocational and Higher Education contexts and will all eventually be available for free in each of the four languages represented by the project partnership.



The main output from the project will be a mobile digital game, jointly developed by Aston Business School and Elearning Studios. The game requires the user to set up and run a start-up retail business. During the game the user makes business decisions, interprets financial information and solves accounting and finance questions and challenges. There is an optional 'Bookkeeping mode' so users can also choose whether the transactions for their business are recorded manually or automatically.

The growth of the business is dependent on the user's performance in the finance and accounting challenges that are posed during the game. As the user's financial skills improve, new Levels of the game are 'unlocked' which introduce new business features, new business decisions and more complex accounting and finance topics.

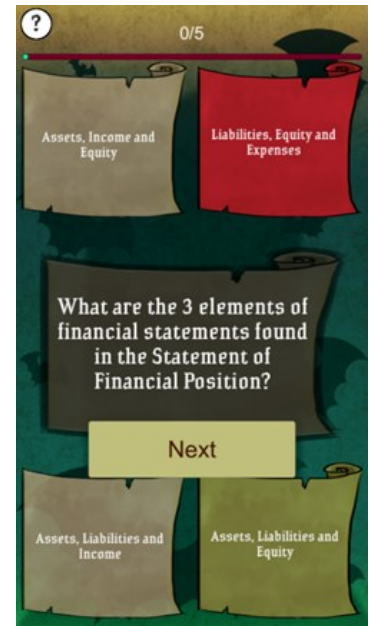


The game will be accessible via an app which can be downloaded for use on a mobile phone, tablet or computer.

An early version of Level 1 of the game (in English only for now) is available for testing and the project team are looking forward to feedback from educators, students and anyone else interested in how this game might help develop financial skills for business.

If you would like to know more about the project or would like to try our trial version for testing and feedback, please email the Project Lead, Matt Davies, at the following email address:  
[m.i.davies@aston.ac.uk](mailto:m.i.davies@aston.ac.uk).

Further information is also available via the project website:  
[www.fefeproject.eu](http://www.fefeproject.eu).



### The FEFE Project Partnership:

The project brings together a consortium of the following partners from UK, Austria, Cyprus and Spain with complementary expertise and experience:

**Aston Business School (UK)** – Project Lead, subject matter expertise and game content

**BEST (Austria)** – Development of training curriculum and educator guide

**CARDET (Cyprus)** – Development of Country Guides

**Elearning Studios (UK)** – Game development

**Hi Iberia (Spain)** – Development of project Social Learning Platform

**University of Barcelona (Spain)** – Educational needs analysis and evaluation



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