



## Media Brief

### Headline

The Family-First Finance App Helping the Next Generation Grow Up Money-Smart

### Company Boilerplate

FamFi is a family-first finance app designed to help parents guide kids, teens, and young adults in building real-world money skills. By combining budgeting, transaction insights, and guided financial practice, FamFi turns everyday spending into opportunities for learning, helping families build lifelong financial habits together.

### The Problem: The Invisible Money Shift

Today's kids are growing up in a world where money is no longer physical. It is digital, instant, and often invisible. While this creates convenience, it also removes the natural feedback that once helped people understand spending.

As a result, young people are forming financial habits in an environment with fewer guardrails, leading to higher spending, weaker budgeting instincts, and delayed financial independence.

### Key Data Points (From “The Invisible Money Problem” Report)

- Cash now represents about 14% of transactions, down from over 70% in the 1980s, dramatically reducing the “pain of paying” that once regulated spending behavior.
- Digital payment users spend up to 31% more than those using physical cash, driven by reduced psychological friction.
- 64% of children ages 8 to 14 are already making independent online purchases, often before developing impulse control or budgeting awareness.

Result: A generation earning and spending earlier, but reaching financial independence later.

### FamFi's Solution

FamFi was built to restore visibility, structure, and real-world learning to modern family finances.

Unlike traditional budgeting tools, FamFi creates a shared financial environment where parents and kids can:

- See real spending patterns
- Understand trade-offs

- Practice decision-making with real money

By connecting real transaction data with guidance and insights, FamFi helps families turn daily financial activity into long-term financial capability.

## How It Works

- Families connect their financial accounts to create a shared view of spending.
- Parents and kids track budgets, categories, and real transactions together.
- Insights and AI guidance help explain behavior and suggest next steps.
- Over time, users build habits around spending, saving, and planning.

## Mission

FamFi helps families teach, learn, and practice real-world money skills together, empowering the next generation to move from their first dollar to financial independence with confidence.

## Vision

To create a world where every young person enters adulthood with confidence, clarity, and healthy financial habits by supporting the families who raise them.

## Founder Story (Short Form)

FamFi was created by parents who struggled to teach their own kids how to manage money in a digital-first world. Existing tools were either too simplistic or too complex, and none reflected how families actually learn and practice money together.

They built FamFi to bridge that gap: a platform that combines real financial activity with guidance and shared visibility, helping families turn everyday spending into meaningful learning.

## Key Messaging

Tagline: Grow Up Money-Smart

Core themes:

- Raising Money-Smart Kids
- Family Money Skills, Built Together
- From Allowance to Independence
- Financial Confidence Through Real Practice

## Target Audience

- Parents with tweens and teens

- Parents with young adult children
- Teens (12 to 17)
- Young adults (17 to 25)

## Media Contact

FamFi Media Team

[press@getfamfi.com](mailto:press@getfamfi.com)

<https://getfamfi.com>