

# TOWN PROJECT

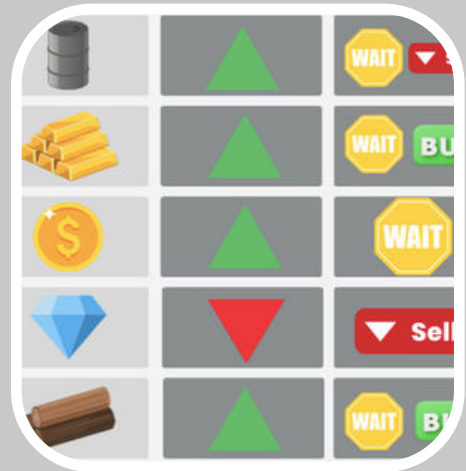
DESIGN \* INNOVATE \* CREATE



## ABOUT THE PROJECT

The TOWN Project is a **business simulation**. It is a web-based application where students build a community and compete against other students. **Investing & real-estate** are the foundational aspects of the competition. A live leaderboard tracks and reveals the students progress. Learning becomes exciting and students start to develop **real-world skills!**

- BUSINESS SIMULATION
- FINANCIAL LITERACY
- STUDENT ENGAGEMENT
- AUTHENTIC LEARNING
- COMPETITION
- LIVE LEADERBOARD
- WEB-BASED APP



# RURAL FINANCIAL LITERACY

## Buy Assets for D-1 - cattle

Use the slider below to choose how many cattle that you want to buy.

360 CATTLE

MARKET VALUE \$100/CATTLE

TOTAL COST \$36,000

Buy

Close



## Buy Assets for D-1 - wheat

Use the slider below to choose how many wheat that you want to buy.

500 WHEAT

MARKET VALUE \$300/WHEAT

TOTAL COST \$150,000

Buy

Close



LAND LIVESTOCK CROPS



Total Area  
Available Area

4050 ft<sup>2</sup>  
1566 ft<sup>2</sup>

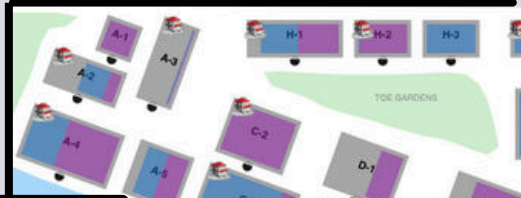
Total Area Used

House - \$800 ft<sup>2</sup>



# REAL ESTATE

Interactive Map!



**LAND LIVESTOCK CROPS**

Total Area 4050 ft<sup>2</sup>  
Available Area 2415 ft<sup>2</sup>

Total Area Used

House - \$800 ft<sup>2</sup>

**Existing Storage**

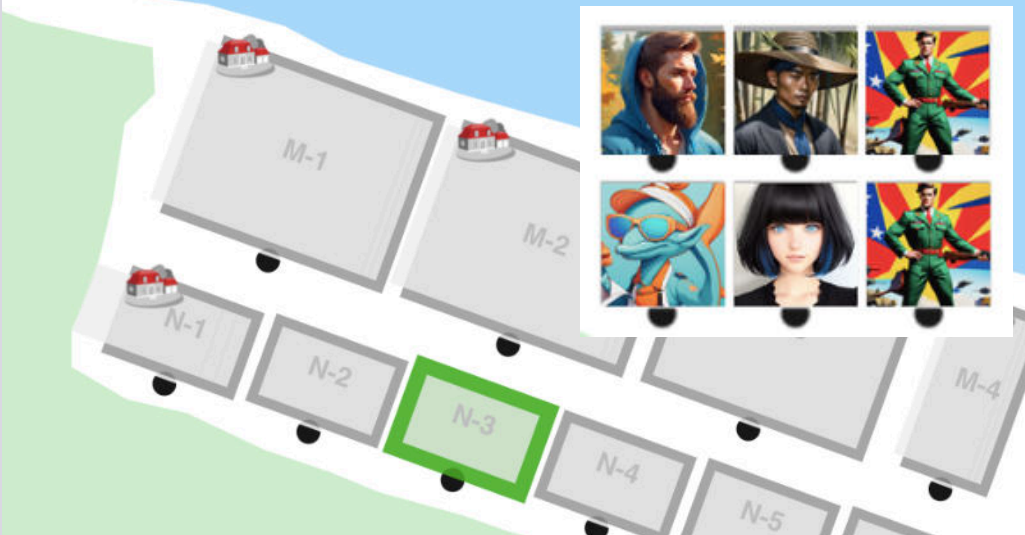
Fence - 535 ft<sup>2</sup>

Field - 1100 ft<sup>2</sup>

**Land Description**

D-1  
Land Value \$427,000  
Land Type County  
Land Area 4050 ft<sup>2</sup>  
Net Worth \$453,635  
Assets

**Asset Summary**  
767/4050 items



# INVESTING

23 Weekly Markets!

## Buy Assets for D-1 - cattle

Use the slider below to choose how many cattle that you want to buy.

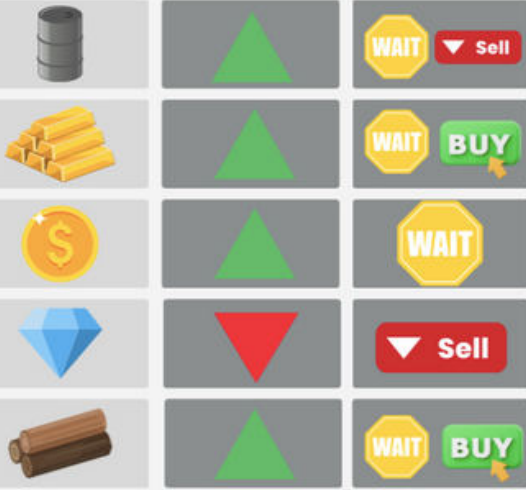
360 CATTLE

MARKET VALUE \$100/CATTLE

TOTAL COST \$36,000













Buy

Close

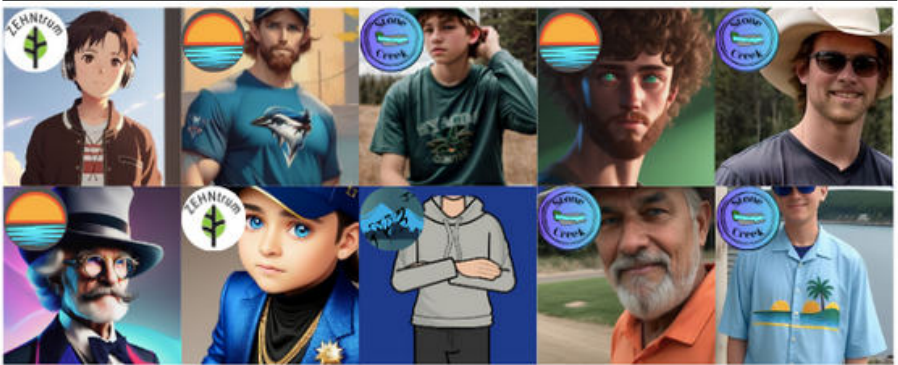


Students strategically purchase from the market each week to improve their individual and community net worth!

# COMPETITION

1	 Joe Schultz \$39,901,400	1	 \$409,376,600	1	 Alexander \$65,105,900
2	 Levi Simpson \$37,637,000	2	 \$233,475,675	2	 Joey Wayne \$56,057,600
3	 John Verhey \$26,970,500	3	 \$173,998,000	3	 Sterling \$47,967,200
4	 Tyler Bryzelius Smith \$24,290,675	4	 \$149,164,200	4	 Jubbaso \$41,473,500

The application has a live leaderboard! This charts the classroom, school and overall leaders within the project! Boost Student engagement!



Weekly leaders and updates can be found on TOWN Project social media



# TEACHER RESOURCES

**Development**

**Unit Plan** TOWN Development

**Descriptions** Design & create the logos & slogans of 2024

**Focus/GO**

**PDF** Land Ownership.pdf

**Unit Plan** Land Ownership

**Description** Students will have a discussion where to plan the unit along with the topic of land ownership.

**Other Details**

**Author**

**Date Planned**

**Weeks & Instructional Days**

Criteria	Location	Features
K.1.1 Drawers & Express	There are explicit with great detail providing a legitimate reason for name/logo selection.	E P S L
K.1.1 Plan & Flow	Paragraph contains: - Introductory sentence - 3 supporting sentences - Concluding sentence	E P S L
K.1.2 Organize, Record, Feature	Information is organized to the purpose/object of the paragraph.	E P S L
K.1.3 Search to gather and organize, explain, explanation and prediction.	Connotation errors	E P S L

NAME & LOGO	DESCRIPTION
	I believe this should be the logo of Rivershore. The blue is bold and the eagle is wise. These two characteristics represent our town. People will remember this logo! These qualities reveal why this should be the logo for Rivershore. - Courtney Astor
	This Crystal Alps logo is a great because the mountains are in view of every household in our community. I believe the logo represents both toughness and softness. The mountains are jagged and rough, the colors are soft and beautiful. For these reasons this Crystal Alps logo would be great for our community. - Yashiro Sanjigoto
	I believe my Skywave logo is great and should be chosen for our community. The futuristic design is fresh and unique just like all the characters in our town. We need something different to stand out, and my logo is very memorable. For these reasons my Skywave logo should be chosen for our community. - Rose Heart

**TOWN: Financial Literacy!**

Financial Education   Government   Exploration   Question

**Prezi**

**TOWN Development**

Best City Logos Explained	<a href="https://www.youtube.com/watch?v=8i0g0citylogos">https://www.youtube.com/watch?v=8i0g0citylogos</a>
Spirit of Dubai	<a href="https://www.youtube.com/watch?v=9uFT_U_h0t0Y">https://www.youtube.com/watch?v=9uFT_U_h0t0Y</a>
Flow Through The City of Toles	<a href="https://www.youtube.com/watch?v=7A1q7v8t8tk">https://www.youtube.com/watch?v=7A1q7v8t8tk</a>
The Real Story - Canadian Flag	<a href="https://www.youtube.com/watch?v=q2KdF9_jm6k">https://www.youtube.com/watch?v=q2KdF9_jm6k</a>
Unique City & Town Slogans	<a href="https://www.youtube.com/watch?v=7617y2cm0">https://www.youtube.com/watch?v=7617y2cm0</a>
How to Name Your School Program	<a href="https://www.youtube.com/watch?v=3Kv_Cz9t58">https://www.youtube.com/watch?v=3Kv_Cz9t58</a>
	<a href="https://www.youtube.com/watch?v=7WvAw8GQY">https://www.youtube.com/watch?v=7WvAw8GQY</a>

Teacher resources include, unit plans, timelines, rubrics, exemplars, prezi presentations & instructions on how the application works!