

Case study: **Crypto in Context**

Interest strong from students and leaders in pilot program, efforts to continue

In Spring 2021, Electric Coin Co. (ECC) partnered with the Bronx Community College (BCC) to run an ambitious pilot program focused on financial literacy, cryptocurrencies and bi-lateral learning. Twenty-five students enrolled in the six-session Crypto in Context* series that featured industry guest speakers and hands-on experience with crypto technology.

ECC collaborated with educators Ed Lehner of BCC and Carlos Acevedo of Brave Software to design a curriculum tailored specifically to the Bronx. Key learnings from this free, not-for-credit pilot program are outlined in our accompanying blog post.

This pilot program was meant to test two primary assumptions: Cryptocurrencies can be a powerful tool for teaching financial literacy. The crypto industry benefits from engaging with diverse communities.

Product-market fit requires connection between those building the tools and the communities that need them



***Crypto in Context** is an Electric Coin Co. initiative connecting industry leaders with underserved and burgeoning communities. Learn more at electriccoin.co/crypto-in-context.

Outcomes

FINANCIAL LITERACY

Of the 12 students who gave feedback after the program:

- **100 percent agreed or strongly agreed** that the Crypto in Context course increased their financial knowledge.
- While **83 percent said they felt somewhat sure or very sure** about managing their own finances, **100 percent said they are very interested** in increasing their financial knowledge.

STUDENT RETENTION AND SATISFACTION

Of the 23 students who began the course:

- **Over half participated in all six** Saturday sessions.
- More than **65 percent of students attended at least five classes.**

These students were often juggling part-time jobs, young children and other responsibilities, so the attendance numbers are encouraging.

CRYPTOCURRENCY USE

- Nearly **80 percent of students downloaded a digital currency wallet** and completed at least one additional “hands-on” assignment.
- Students were compensated for completing each assignment. Over the course of six weeks, **students earned a total of 2.3 ZEC.**
- **Five of the 12 students** who gave feedback said they would be somewhat interested or very interested in pursuing a career in cryptocurrencies.

NEXT STEPS

The course curriculum has gone through multiple iterations and most likely will continue to evolve. Ultimately, our goal is to open-source the curriculum, decks, course videos and supporting resources. However, we’re not there yet. Through these sessions, we learned a lot about what resonates and what’s missing.

Ultimately, the success of these efforts will be measured, in part, by the number of people who can learn about, earn and use cryptocurrencies using decentralized systems in the Bronx. If our assumption is that crypto adoption leads to increased financial literacy, we need to measure whether BCC students engaging with crypto see improved rates of savings, lower levels of debt and increased rates of asset accumulation. Working within an academic environment, we hope to collaborate with faculty and staff to design comprehensive, ethical ways to study these topics.

Our aim is to empower communities to seize this opportunity and provide the tools they need to thrive in the digital economy.

We invite anyone in the crypto industry to **join our efforts.**

“I am very interested in learning more about cryptocurrencies. I’m interested in anything that has the potential to dismantle traditional financial systems that take so much from poor and working class people.”

Kenisha, Crypto in Context student



Electric Coin Company launched and supports the development of Zcash — a privacy-protecting, digital currency built on strong science. Since its launch in 2016, Zcash has quickly grown to be one of the most valued and admired cryptocurrencies in the world.

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