



How StockTrak Helps Students Stand Out to Employers

Building Resume-Worthy Experience Through Hands-On Investing, Portfolio Management, and Financial Decision-Making

StockTrak helps students apply classroom concepts in realistic market environments, giving them experiences they can discuss during interviews, internships, networking events, and career opportunities.

Preparing Students for Careers in:

- ✓ Finance
- ✓ Investment Management
- ✓ Wealth Management
- ✓ Personal Finance
- ✓ Banking
- ✓ Financial Planning
- ✓ Business & Economics

Student Survey Results



98% Find StockTrak valuable for their class



98% Feel more confident in their investing abilities

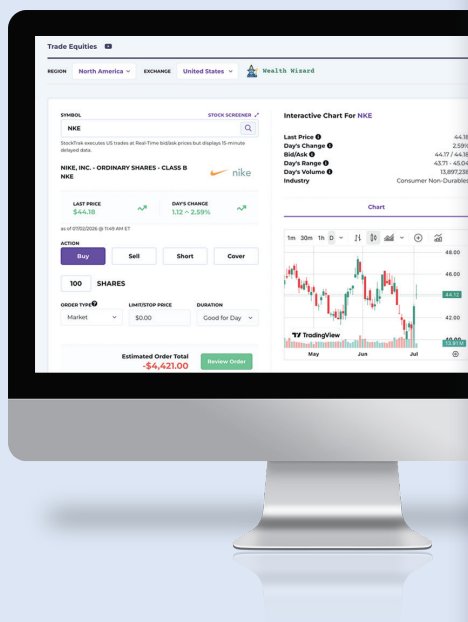


89% Believe StockTrak makes them stronger job candidates

How StockTrak Prepares Students for Careers

Employers increasingly seek candidates who can demonstrate practical experience, analytical thinking, and the ability to apply knowledge to real-world situations.

StockTrak helps students move beyond theory through hands-on experiences in investing, portfolio management, market analysis, and financial decision-making.



Students Learn to:

ANALYZE

Research companies, evaluate opportunities, and assess market conditions.

COMMUNICATE

Present investment ideas and support recommendations with evidence.

DECIDE

Build portfolios, manage risk, and make informed financial decisions.

APPLY

Connect classroom concepts to real-world scenarios and workplace expectations.

StockTrak helps prepare students for industry-recognized certifications, including the CFA®, CFP®, CPA®, and FINRA SIE, by reinforcing the core concepts and practical skills tested on these exams.

Skills Developed

- ✓ Investment Analysis
- ✓ Portfolio Management
- ✓ Risk Assessment
- ✓ Market Research
- ✓ Critical Thinking
- ✓ Professional Communication
- ✓ Financial Decision-Making

SPRING 2026

Student Survey Results



98% Find StockTrak valuable for their class



98% Feel more confident in their investing abilities



92% Recommend their professor continue using StockTrak



89% Believe StockTrak makes them stronger job candidates

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Professor Survey Results



100% Believe StockTrak helps prepare students for careers



91% Consider StockTrak a valuable tool for their courses



91% Believe StockTrak enhances the educational experience



91% View StockTrak as a reliable platform

What Students and Professors Tell Us

Student Success Story

“

StockTrak strengthened my financial analysis, decision-making, and communication skills. It gave me hands-on experience analyzing companies, making portfolio decisions, managing risk, and presenting insights. Discussing these experiences during interviews helped me stand out by showing I could apply financial concepts in a practical setting.

THOMAS LEIFUR

University of North Dakota - Finance
Financial Analyst UnitedHealth Group

Professor Success Story

“

The most common question I hear from students is how will I use this information in real life? The StockTrak simulation exercise gives my students an opportunity to experience what investing is really like. [...] The majority of the students say their confidence and knowledge about the stock market and how it works has greatly improved as a direct result of the simulation. Many indicate appreciation for this new understanding.

TIM S. GRIESDORN, PH.D.

University of the Incarnate Word

Beyond Career Readiness

Preparing Students for Adult Financial Decisions

StockTrak's financial literacy resources help students build confidence in the real-world financial decisions they will face throughout adulthood. Beyond our stock market simulator, our interactive budgeting simulation gives students hands-on experience managing everyday personal finances through realistic life scenarios.

Topics Include:

- ✓ 401(k) and Retirement Planning
- ✓ Health Insurance
- ✓ Mortgages and Home Ownership
- ✓ Auto Loans
- ✓ Credit Management
- ✓ Budgeting and Personal Finance
- ✓ Long-Term Financial Planning

Company Global Reach

- ✓ 20 Million+ Users
- ✓ 20,000 High Schools & Universities
- ✓ 500M+ Transactions
- ✓ 651,000+ Registrations in 2025
- ✓ 15.9 Million+ Sessions in 2025
- ✓ 117 Million+ Visits in 2025
- ✓ 50 U.S. States
- ✓ 9 Canadian Provinces
- ✓ 122 Countries



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Providing Financial Education through Stock Market Simulations & Financial Literacy Games for **35+ Years.**