

Financial Game App



Tim Hill being congratulated by Chares Carter for his Financial Game App which was Highly Commended at the Finals of Pitch 2014.

Founded in 2008 The Pitch is Britain's biggest small business competition is supported by ICAEW and three of the finalists were chartered accountants.

Tim says 'The Financial Game will revolutionise the understanding of finance in the UK and beyond while improving numeracy'.

Tim qualified as a Chartered Accountant with KPMG (PMM) in Liverpool 1974 and his career has taken him to Jamaica as Financial Controller of Club Caribbean, Miami where he was a founder of Bacchanalia Coconut Grove, the first Wine Bar in Florida, returning to the UK in 1979 to become an equity partner in M D Coxey and Co. More recently he has carried out intellectual property

verification for Hollywood majors throughout Europe for Pixar, 20th Century Fox, Newline and MGM. The Financial Game has been developed by Tim over a number of years, initially as a workshop participation game and now as Apps. He has always been interested in education and has helped many people understand figures from the time he was in the Caribbean and last year he taught Finance and Risk Management on the MBA higher degree course at the local university. He mentored Wirral Grammar School for Boys in the Finals of the ICAEW BASE competition who won the Ethics Prize.

Tim recognised that there is a dramatic lack of financial awareness not only in the younger generation and school children but in many employees, managers and directors in all sectors of industry and commerce.

The first two Apps are now available on Android and iPads. The primary one teaches the fundamentals of Profit and Loss from sales income, direct costs,

contribution to overheads and margins. The knowledge gained is invaluable for children from 12 years of age and employees throughout companies and the App will help knock chunks out of the £20bn a year being lost in the UK because of lack of numeracy.

The Balance Sheet App provides higher level understanding and imparts the construction of Accounts as well as the important Financial Ratios in a fun way via experiential learning.

Apps will be customised for any company in any sector using their own branded images and structure of accounts. Broadcasting corporate messages can be sent by using Push Notification features in the App.

The benefits go way beyond increasing profitability through the understanding of figures. Team Work will be improved as a result of a common language and barriers to culture change will be reduced or eliminated.

