



MEDIA KIT
2024



FIVE MINUTE PARDNA, THE FUN COMMUNITY SAVING GAME

WHO ARE WE AND WHAT DO WE DO

Jeremy Salmon has created a new board game called **Five Minute Pardna**, which, as the name suggests, is a game where the participants play a fun game while learning about finance.

The Five Minute Pardna is a fun, fast paced game for friends and family. The game simulates how a rotating community saving scheme also known as a Pardna, would work in just a few minutes.

The Pardna system is a community rotating saving scheme made popular by the **Windrush Generation** and practised worldwide.

They would use the **Pardna System** to help save money that would pay for goods and services they would not normally be able to afford. Community members would organise in to pardna groups or circles. Everyone in the group would pay into a pot and take turns in receiving the money accumulated in a set period of time.

The Five Minute Pardna game was originally created to help children learn about the pardna system and how it can help you save as a community. The game teaches money management, budgeting, saving, investing charity and giving but you'll be having so much fun you won't realise you're learning.

We encourage people to put away their devices for a few minutes and bring family and friends together to play this exciting educational game.



THE FIVE MINUTE PARDNA GAME TEACHES

- ✓ Community Saving
- ✓ How a Pardna works
- ✓ Money Management
- ✓ Budgeting
- ✓ Investment
- ✓ Charity & Giving

GAME DETAILS

The game is packaged in a 45mm x 175mm x 140mm beautifully designed box.

In the box you will find:

- 10x Character Cards
- 40x Life Cards
- 6x Card stands
- 1x Banker Card
- 1x Pardna Saving Sheets
- 1x Dry Wipe Marker
- 170 Game Money

Age: 6+
2 to 6 players
Manufactured in China
CE and UKCA Safety Tested

CEO & Creator
Jeremy Salmon

Company
My Baobab Limited

OUR DEMOGRAPHIC

This way of saving and supporting each other as a community can be traced back as far as the 16th century west Africa. This system is practiced all over the world in various countries.

Here are just a few countries that it's practised and the names they are locally known by:

Jamaica– Pardner or Pardna
Bahamas – Esu
Tobago – Susu
Trinidad – Sou
Guyana – Box Hand
Barbados – Meeting
Nigeria – Ajo, Esusu
Ghana – Susu
Africa (Various Locations) – Likelemba
Latin America/ Mexico – Tanda / Tanda
Asia Tiwan– Hui
Peru– Juntas
South Africa– Stokvel
Pakistan – Committee or Quiniela
El Salvador and Guatemala– Cuchubales
Chile– Pollas
Indonesia– Arisan
Brazil– Pandeiros
Philippines– Paluwagan
India – Chit fund
Korea – Gye
Haiti – Sòl
Suriname – Kasmoni
Philippines – Paluwagan
Somalia – Hagbad
Kenya – Chama
Zimbabwe – Chimbadzwa
Zambia – Chimba

With that said our demographic is global as most people around the world know about this ancient community financial system. As we are introducing our game via the Pardna and Windrush perspective our initial demographic is the **African Caribbean community**.



Families

Two parent and single parent families (2+ children) who would like their children to play educational games.

Senior citizens

The over 70s that remember using the pardna system and

would like to pass the tradition on to their grandchildren.

Young People

Young people from 16 to 25 who could use the information from the game to help them through difficult financial times and increase

their financial literacy.

Our target audience is comprising of women men and children from 6 to 80 years old. They are mainly African, Caribbean with families or single, in paid employment or students.



BRINGING FUN INTO COMMUNITY SAVING

5 Minute PARDNA!
PLAY THE GAME

fiveminutepardna.com



MY PARENTS ARE NIGERIAN, OF COURSE I KNOW WHAT A PARDNA IS. WE CALL IT ESUSU OR AJO

5 Minute PARDNA!
PLAY THE GAME

fiveminutepardna.com



HAVE FUN WHILE TEACHING OUR CHILDREN MONEY MANAGEMENT, BUDGETING AND SAVING!

5 Minute PARDNA!
PLAY THE GAME

fiveminutepardna.com



FIVE MINUTE PARDNA HELPING BEAT THE FINANCIAL CRISIS!

5 Minute PARDNA!
PLAY THE GAME

fiveminutepardna.com

HOW IS THE GAME PLAYED?

The objective of the game is to be the player with the most money at the end.

Each player is given their game money and randomly pick a character card. A player is selected to be the banker. All the players decide on the amount paid in to the pardna every round which is called the **"Hand"**. They also agree on how many rounds they will play until the end of the game.

The banker will fill out the **pardna saving sheet** where every player is added and when they will receive all the content of the pot. This is called the **"Draw"**. Everyone in the group turns in their hand at the beginning of each round.



Once everyone pays in their hand each player takes a turn to pick up a life card from the deck. Each card can either be profit, where you receive money or a deficit where you lose money. Once all the players have picked up a life card, that will be seen as one week, month or a round. If the life card does not apply to your character profile, you can ignore the card (e.g. if your character profile doesn't have children and the life card is asking you to pay for a child). Some cards will ask you to select another player to pay you or take money from (e.g. One of the other players owes you money. Collect £80).

You can now place your life card face up in another pile. Once you have turned over all



the life cards, shuffle the deck and place it face down again. At the end of each round the banker will pay out the contents of the pot to the person whose turn it is. This is called a **"Draw"**. Everyone in the group has their turn in receiving a draw (you can decide the order the draw will go in).

After the draw you start all over again from, paying in your hand, to collecting a draw. This is called a round (one week or one month of play).

Once you have completed the set amount of rounds agreed the game will end. Everyone will count up all their money and the person with the most money will be the winner.

One round can be completed in less than five minutes or the game can go on for hours or as long as you like.



PARDNA TODAY

People can sometimes make the mistake of thinking that pardna and community saving is an old outdated system that is redundant in this new technological age. That was only useful during a bygone era of the Windrush generation.

Community saving circles have been popping up all over the country despite all the banks and financial institutions. Young people from all walks of life are coming together as a self-help solution to beating the financial crisis. Just like the Windrush generation back in the 1950s and 70s were very much disenfranchised, so too are most people, especially young people today.

Here is an article/ video on this subject by the BBC
Pardner: The young people saving money the Jamaican way
www.bbc.co.uk/news/av/uk-england-coventry-warwickshire-53725185

UK based Fintech companies like **Pardna App** and **Bloom Money** are taking this proven community-based system and bringing it in to the digital age. We are very fortunate to have made connections with the CEOs of both of these companies and will be partnering with them in the very near future.

Pardna App
pardna.com

Bloom Money
bloommoney.co

I would like our game to create awareness about community saving and how it is very relevant today in this financial crisis. As well as the Pardna's Caribbean roots we would also like to educate people to the fact that this

system has been around for hundreds of years and is practised all over the world under different names. So whether you know it as Pardna, Susus, Aja, Chit fund, Hui, Committee, Hagbad and the list goes on, it can be used to bring people together, learn about finance, investing and saving while having a lots of fun.



TESTIMONIALS

We have been busy test playing our game in community groups, events, holiday activity clubs, and schools and the feedback has been phenomenal!!

Here are some testimonials we received from community members young and old that played the game with us...



"It's a really good interactive tool for families to learn about budgeting and life skills."

[CLICK HERE FOR FULL VIDEO TESTIMONIAL](#)



"It's a really good game, I enjoyed it. It felt like a mixture of Monopoly and the Game of Life"

[CLICK HERE FOR FULL VIDEO TESTIMONIAL](#)



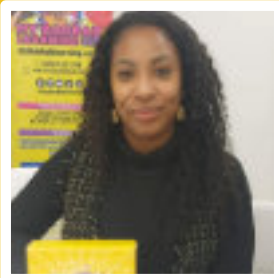
"It's really easy to get into, and the whole family enjoyed it."

[CLICK HERE FOR FULL VIDEO TESTIMONIAL](#)



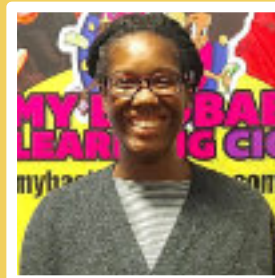
"I really liked the history of the Windrush Generation and the different characters in the game."

[CLICK HERE FOR FULL VIDEO TESTIMONIAL](#)



"To be able to teach children about finance and history in one is a really good idea."

[CLICK HERE FOR FULL VIDEO TESTIMONIAL](#)



"Please let me know when the game is ready to purchase, we'd love to order some. The staff were in awe and said, it was a really engaging game."

**Arc Oakbridge School for special needs children
Naomi – Teacher**

"The Five Minute Pardna game is colourful, creates excitement and challenging. I enjoyed the concept of the game and the different characters.

It brings back memories of growing up hearing my parents and their friends talking about Pardna. It's a very good game, especially for the younger generation to learn about finances and ways of paying, saving and supporting each other especially during this financial crisis. I will definitely add this game to my collection! Would recommend."

Workshop participant

ABOUT THE CREATOR & CEO

Jeremy Salmon

Born in Edmonton North London
Resides in Wolverhampton West Midlands

Author, Artist, Illustrator, Educator, Graphic & Website Designer.

CEO of My Baobab Learning CIC

CEO of My Baobab Limited

Creator of the Five Minute Pardna Game

Jeremy is a first generation Windrush child born in the 1970s to his Jamaican parents. As most Caribbean people at that time his mother was in a pardna to help the family financially during difficult times. He remembers the story she told him about when she bought their family home. After the purchase of the house, she didn't have enough money to furnish the property. It was her pardna draw that enabled her to buy furniture for their new home.



Jeremy is a home schooling father of six, a husband to one and a brother to all. He started his career as a professional freelance illustrator working for various publications and organisations. He eventually worked as a graphic designer before starting his own agency. After running the business for over 18 years he decided that he wanted to get involved in work that would have more of a social impact on his community. Most of his design clients ran charities and community



interest organisations so he would see first-hand the challenges and issues his community had and what could be done to make positive changes.

In 2018 Jeremy authored his first book entitled *“Round and Round – An Introduction to Group Economics for Children”*. He thought if we could improve our financial literacy and practice group economics as a community it could greatly improve our situation. It was a long-term plan to normalise group economics for children so that generation would grow up to naturally make positive changes.

In 2022 Jeremy decided to close his design company and start up My Baobab Learning CIC where he dedicates his time making sure that children get access to essential group economics, entrepreneurial and a financial literacy education. That same year Jeremy authored two more books in the Round and Round collection and started running a number of physical and online workshops in schools and community spaces.

Jeremy is passionate about creating learning resources that help make his workshops more fun and engaging. As the pardna system was a perfect example of group economics, community saving and finance he thought it would be a great subject to pass on to young people. He wanted to create something that could show children how the pardna system would work in just a short space of time. From this initial concept Jeremy developed the Five Minute Pardna game.

HOW TO ORDER THE FIVE MINUTE PARDNA

The Five Minute Pardna is available for individuals, schools, community groups, organisations and commercial retailers. The game is an amazing learning resource and great just as a fun game for friends and family.

We officially launched the game in the **summer of 2024** . The game retails at £24.99 and is also available at the discounted wholeale rate.

For all whole orders over 500 units please contact us on **info@fiveminutepardna.com**.

For orders please go to:
www.fiveminutepardna.com


**ORDER
TODAY**






CONTACT

 For more information and to purchase the Five Minute Pardna Game go to: fiveminutepardna.com

 For more information on My Baobab Learning CIC go to: mybaobablearning.com

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