



Financial Literacy with Mr. 401(k)
Spring Term 2026
April 15, 2026

Owning & Owing Stuff

Class 13: Assets – What You Own and Why It Matters



Important Financial Terms Recap



How money flows:

 **Income**

Making Money

Earned, passive, or portfolio

—

 **Expenses**

Spending Money

Needs, wants, and taxes

=

 **Profit (or Loss)**

What's left over after spending

Positive = profit | Negative = loss

What you're worth:

 **Assets**

The Stuff You Own

Cash, investments, property

—

 **Liabilities**

The Stuff You Owe

Loans, debts, bills due

=

 **Equity (Net Worth)**

Your true financial position

The goal: grow this number over time

What Is an Asset?



Asset

An asset is anything that can be **owned** and has **value**. Assets can be physical things you can touch, or invisible things like ideas and brand names.

Owned

An asset belongs to someone: a person, a business, or a government. If you can say “this is mine,” it could be an asset.

Has Value

It must be worth something to someone. A rare baseball card has value whereas an empty candy wrapper usually doesn't.

Can Be Exchanged

Most assets can be bought, sold, or traded. Their value comes from **what someone else is willing to pay**.

Anyone Can Own Assets



People

You own things too!
Phones, bikes,
savings, and more



Governments

Own roads, parks,
schools, military
equipment, and land



Corporations

Businesses own
buildings,
equipment, patents,
and brands



Banks

Banks can own
investments and
loans made to
customers



Class Discussion

What are some examples of assets that people might own? Why might they find these valuable?

Examples of Assets



Cash

Bank accounts, coins, paper money, stable coins



Investments

Bonds, digital assets, mutual funds, stocks



Intellectual Property

Brand names, copyrights, patents, trademarks



Personal Property

Collectibles, electronics, furniture, jewelry, vehicles



Real Estate

Apartment buildings, farms, houses, land, office buildings



Class Discussion

What makes something valuable? Who or what determines its value?

Two Types of Assets



Tangible

These are things you can see, touch, and feel—like a car, a house, or even your favorite sneakers. They are physical items that have value.



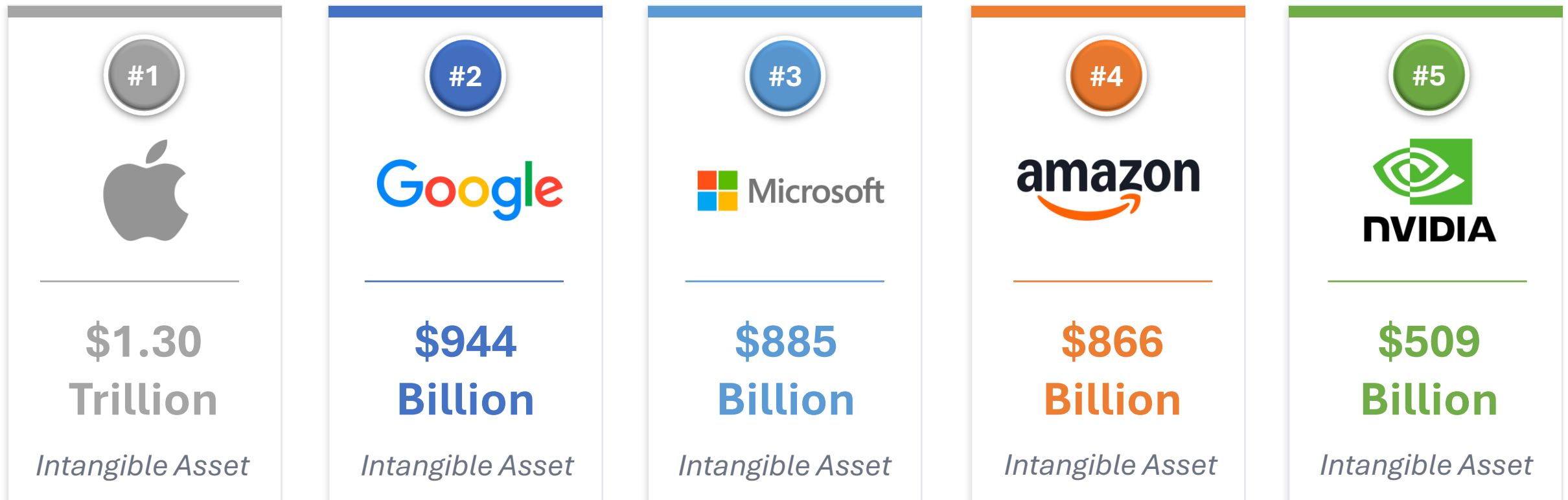
Intangible

These are the invisible things that hold value, like a brand name, a song copyright, or even an app idea. You cannot touch them, but they are still valuable.

World's Most Valuable Brands

Source: Kantar List 2025

Logos from: <https://logos-world.net>



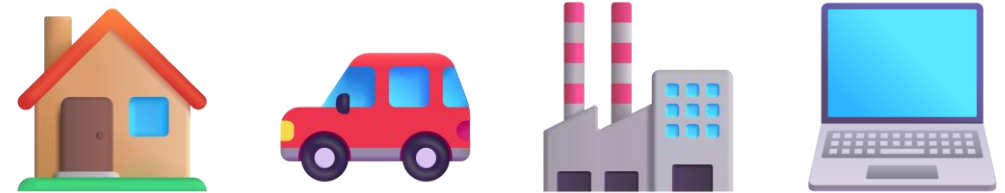
💡 These brand names are **intangible assets**. You can't touch them, but they're worth **trillions!**

Asset Classification



Current Asset

These are the things you own that are easy to turn into cash or will be used up in less than a year. Think about money in your wallet, your savings account, or even a gift card.



Fixed Asset

These are the big, important things you keep for a long time, like a house, a car, machinery, computers, etc. They are not meant to be sold or used up quickly. These assets are here for the long haul.

Money Mavericks

Objective: Work to correctly identify the **asset type** and the **asset classification** within your workgroups on the following Practical Applications slide.

Alpha	Beta	Gamma
Delta	Epsilon	Zeta



Practical Application

Within your Money Mavericks Workgroups, identify the Asset Type as **Tangible** or **Intangible** and the Asset Classification as a **Current Asset** or a **Fixed Asset**.

Alpha	Beta	Gamma	Delta	Epsilon	Zeta
Cash	Gift Cards	Bitcoin	Checking Account	Company Stock	Savings Account
Rare Comic Books	Musical Instruments	Classic Car	Baseball Cards	Land	Gold Bars
Trademark	Patent on a Gadget	Corporate Brand	Office Building	Computer	Video Game Console

💡 Type: Tangible (physical) vs. Intangible (non-physical) | Classification: Current (< 1 year) vs. Fixed (long-term)

Practical Application Answers

Within your Money Mavericks Workgroups, identify the Asset Type as **Tangible** or **Intangible** and the Asset Classification as a **Current Asset** or a **Fixed Asset**.

Alpha	Beta	Gamma	Delta	Epsilon	Zeta
Cash ● ●	Gift Cards ● ●	Bitcoin ● ●	Checking Account ● ●	Company Stock ● ●	Savings Account ● ●
Rare Comic Books ● ●	Musical Instruments ● ●	Classic Car ● ●	Baseball Cards ● ●	Land ● ●	Gold Bars ● ●
Trademark ● ●	Patent on a Gadget ● ●	Corporate Brand ● ●	Office Building ● ●	Computer ● ●	Video Game Console ● ●
● Tangible	● Intangible	● Current	● Fixed		

Asset Values Change



Appreciation

an increase in the value
of assets over time



Depreciation

a decrease in the value
of assets over time



Class Discussion

Why do people buy things they know will lose value, like cars or phones? Can this ever be a smart choice? Why or Why not?

Markets

Places where people can buy and sell things



Farmers' Markets

e.g., Pike Place Market



Financial Markets

e.g., Stocks & Bonds



Real Estate Market

e.g., Homes, apartments, land



Used Car Market

e.g., Dealerships, online listings




Used Video Game Market

e.g., GameStop, eBay, Facebook



Online Marketplaces

e.g., Amazon, Etsy, eBay

 Markets are everywhere! Any place where buyers and sellers come together to exchange assets is a market.



Class Discussion

If you wanted to sell a video game console, how would you decide what price to ask for it? What factors would you think about so the price is right?

Asset Valuation

How do you figure out what something is worth?



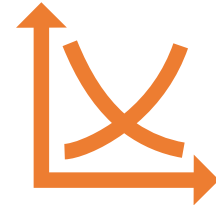
Compare Prices

Look at what similar items are selling for



Consider Condition

Is it new or used?
Good condition or damaged?



Think About Demand

Are lots of people interested in it?

Asset Valuation Methods



Absolute Valuation

“What is it worth on its own?”

This method looks at the asset all by itself. It asks questions like: How much money could this make in the future? What would it cost to replace it today?

Example: Valuing a property based on size, location, features, and replacement cost.



Relative Valuation

“What is it worth compared to others?”

This method compares the asset to other similar assets. It asks questions like: What are similar items selling for? Is it better or worse than others like it?

Example: Valuing a property based on sales and current prices of similar properties.

Practical Application



You bought a mountain bike for \$200. How much is it worth now?



Book Value

What you paid for it

\$200

The original purchase price
(cost basis)



Market Value

What similar bikes sell for

\$120

Check online marketplaces
for comparable used bikes



Agreed Value

What your friend will pay

\$100

The price two people
negotiate and agree on

 ***So what is the bike really worth? It may depend on the method you use!***

Practical Application



In your Money Journal, list 3 to 5 things you own that have value. For each one:

- 1 Name it** – What is the asset?
- 2 Type it** – Tangible or Intangible?
- 3 Classify it** – Current or Fixed?
- 4 Value it** – What do you think it's worth?
- 5 Trend it** – Appreciating or depreciating?

Example Entry

Asset: My Skateboard

Type: Tangible (I can touch it!)

Classification: Fixed (keeping it)

Estimated Value: ≈\$75

Trend: Depreciating (getting scratched up)

This exercise connects everything we learned today. Try it at home too!



Three Key Takeaways

1. Assets are things you own that have value, and their value can increase or decrease over time.
2. Current assets can be quickly turned into cash or used within a year, while fixed assets are kept longer.
3. Tangible assets are physical things you can see or touch, while intangible assets aren't physical.



Where to Learn More

- [Assets and Liabilities Explained For Teens](#) by David McCurrach via Kids' Money
- [What Is an Asset? Definition, Types, and Examples](#), by Adam Barone via Investopedia
- [Money Skills for Teens: A Beginner's Guide to Budgeting, Saving, and Investing. Everything a Teenager Should Know About Personal Finance \(Essential Life Skills for Teens\)](#), by Ferne Bowe

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in <https://linkedin.com/in/petrosk>

Learn it. Earn it. Own it. Grow it.

Teaching young people how
money really works

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Mr. 401(k)**

<https://petros.us/about-finlit>

