



## Profile

**Sector:** Education/Edtech

**Type of Product/Services:**

Personal Finance, Savings, and Investment's Educational Programs

**Foundation Date:** 10/11/2019

**People in the team:** 20

## Metrics

- ✓ More than 350,000 women in 12 countries purchased our courses, and more than 700,000 women were trained.
- ✓ 90% managed to increase their savings or save for the first time.
- ✓ 80% started investing after taking Mujer Financiera courses.
- ✓ More than 55,000 women registered their savings, representing over US\$100M in 3 years.

## Team



# Mujer Financiera is the leading company in Financial Education for Women in LATAM

## Company

Mujer Financiera is an EdTech that empowers women in LATAM through Financial Education, Technology, and Community, so they can save and invest.

## Problem and Solution

**Problem:** Only 1% of banked women save and invest their money in LATAM. Due to lack of financial education, due to biases of lack of confidence in money matters, because they earn less money and have less possibilities of saving.

**Solution:** We develop the largest digital ecosystem focused on personal finances in the entire region that includes an online personal finance and investment academy, tools for expense control, a private community for students, financial news with recommendations and live classes with tutors.

## Products y Services

- **MF Academy:** Digital platform with Educational Programs on Personal Finance, Saving, and Investing.
- **MF Community:** A community with over 870K women in 23 countries.
- **MF Coaching & Wellness:** Personalized support with financial, investment, and wellness coaches.
- **MF Experiences:** Exclusive in-person events and meetings that combine education, wellness, and networking.
- **MF for Business:** Partnerships, Financial Education Talks, Educational Programs as a benefit for employees and/or clients, and Sponsored Content on our digital channels.



## Differential and added value

Mujer Financiera is the only EdTech in Latin America that combines Financial Education, Community, and Technology focused 100% on women, a historically underserved segment but with the highest growth potential in the financial market.

### Focus and Purpose:

Women are taking on a leading role in the economy: today they control more than 30% of global wealth and will be the main financial decision-makers in the next decade. However, most financial products and services were designed without a gender perspective. Women need solutions adapted to their realities and, therefore, financial education suited to that context. Mujer Financiera fills this gap with a proposal that educates, supports, and connects women across the region to build economic independence and financial security..

### Key Differentials:

- *Gender-focused education:* content and methodologies that respond to real challenges faced by women.
- *Comprehensive ecosystem:* digital education, community, coaching, and in-person experiences within a single model.
- *Impact:*

+600k downloads of our app  
90% increased their savings level or started saving  
80% started investing after the programs  
88 NPS recommends Mujer Financiera to their friends and family

## Other Information

Mujer Financiera has been awarded and recognized locally and internationally by banking institutions, fintech organizations such as 550 Global; the UN, Women's World Banking, the Bill and Melinda Gates Foundation, JPMorgan Chase & Co., and the Rockefeller Philanthropy Foundation.