



**THE WEKEZA STORY**  
(Swahili for “Invest”)

Traveling in Ghana, Senegal, Rwanda, South Africa and the United States advocating financial inclusion and financial education, Wekeza CEO and Co-Founder Sabrina Lamb heard from those who felt excluded from the opportunity to invest in the U.S. stock market and their own countries’ stock exchanges. Admittedly, countries in Africa have made significant inroads in using technology to provide cross-border payment services, insurtech and banking services. However, Sabrina saw as the final frontier: investing for all.

Sabrina thought, “...imagine knowing that for hundreds of years, others had the opportunity to invest, yet were excluded because of minimum account requirements, innovation or citizenship. And imagine a world when a teacher in Ghana, a farmer in the Ivory Coast, a physician in South Africa could receive financial education and purchase fractional or whole shares in their favorite companies.”

Wekeza co-founders met when Keith Wheelous and his wife enrolled their son at the World of Money, a 13 year non-profit dedicated to providing immersive youth financial and entrepreneurial education, founded by Sabrina Lamb. Because their mutual passion for financial education, the visionary duo determined to leverage their decades of Wall Street, financial education, marketing experience and utilize proprietary investing and robo-advisory technology to democratize investing and financial education access for all.

Completing the circle of financial inclusion, Wekeza was born.