

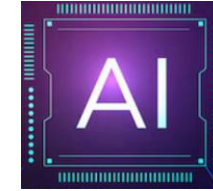
Building “Early”  
Financial Literacy  
with

**Moneytree**

Hi I'm Malik!

مرحبًا، أنا مالك



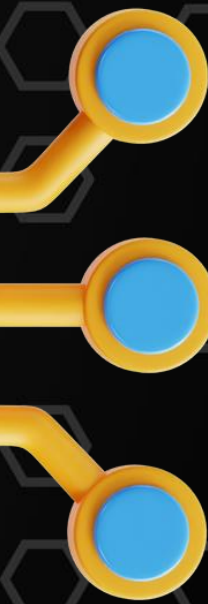


## Our Epic Journey

- A team of seasoned professionals
- Diverse expertise in consulting, entrepreneurship, business leadership, brain development research on children, consumer banking, digital marketing, and innovative start-up ventures.
- We bring a wealth of strategic advisory, operational, and research-driven capabilities, enabling us to champion cross-cultural business and drive success across global markets.

## Our Noble Quest

We aim to leverage our collective expertise to pioneer a solution for “early” financial literacy while educating responsible finance to students.



# Meet the game-changers

## Yana

- Innovative Entrepreneur
- Over 15 years of expertise
- Focuses on studying brain development and creating dual reality experiences for children
- Leader in the children's industry
- Founder and leader of successful start-up companies
- Director of SY Enterprises
- Director and co-owner of VGA Holdings

## Mo

- Bahraini Entrepreneur
- Over 15 years of experience
- Expanded family businesses in Bahrain, GCC, India, and the US
- Founder and scaled several startups in software, venture capital, e-commerce, and SaaS
- Founder of MBA Fakhro, a global financial services company in Bahrain
- Member of various boards providing insights on various disciplines

## Brett

- Senior Consultant
- Over 25 years of experience in management consulting, transformation execution, and multi-national program delivery
- Fortune 500 companies and government entities experience
- Worked as a Senior Advisor for Roland Berger, Arthur D. Little, and McKinsey
- Specialized as a post strategy delivery manager

## Tassos

- Senior Marketeer and Entrepreneur
- Over 15 years of Experience
- Worked as Marketing Head for Citibank Bahrain and American Express ME
- With a professional history that includes international assignments across the USA, Europe, and the Middle East
- Specialized in Digitalization and Customer Digital journeys
- Director of El Greco WLL



## Unlocking Challenges

- Financial illiteracy is a pressing issue
  - Low Savings Rates
  - Increased Debt
  - Limited understanding of Banking Products
  - Higher Risk Behaviors
  - Impact on Economic Stability
- GCC Schools are not required to include financial literacy in their curricula
- 43% of young adults aged 16-24 are not ready to manage their money (Visa Survey)

**“Effective Money Management is a Lifelong Skill than needs to be learned early!”**

AI



Cleanliness



Creative



Construction



Logic



Discovery

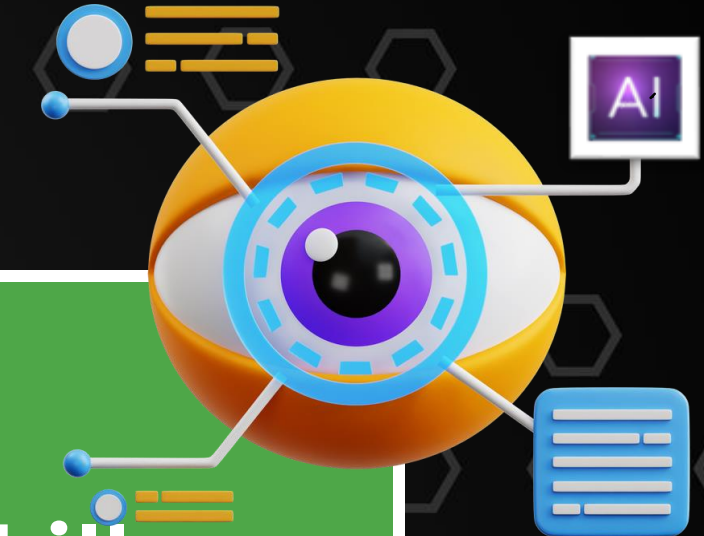


Science



Moneytree

# Unleashing Potential



## The Binder: Literacy

- Used as a comprehensive and engaging storyline
- Designed for children 6-12
- Kids manage real money & virtual money
- 83% of children aged 6-12 in the GCC receive an allowance and can manage it here



## The App: Practical Skills

- To be designed for children 13-18
  - Continue the journey they initiated
  - Instill lifelong habits of responsible money management and financial awareness
  - Accessibility
  - Personalized learning

# Bespoke Offering!



01

Exclusive rights to the printing, manufacturing, design, and copyright of the Children's Money Management Program.

02

Exclusive rights to the Money Tree™ Program App, including app customization.

03

Country exclusive rights to Money Tree™ for 5 years, including 100 printed units, six promotional/educational events, usage of characters for branded toys, giveaways, promotional objects, mascots, and app gaming rights, as well as yearly content updates.

## Advantages of Partnering with Money Tree™

- Money Management Skills
- Future Financial Independence
- Avoiding Debt
- Investment Knowledge
- Critical Thinking
- Empowerment

Overall, financial literacy courses for kids provide a strong foundation for building healthy financial habits and a secure financial future.



# Thank You!

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