



strive



Caribou  
Digital



**Help small businesses and agents grow so they can save more, take out bigger loans, and pay back on time**



The Strive programme has sponsored the development of a set of high quality course materials, and is offering these to you for FREE

Arifu allows you to offer these courses to large numbers of your customers efficiently via interactive mobile channels against a monthly platform access fee

## Mobile channels



SMS



WhatsApp



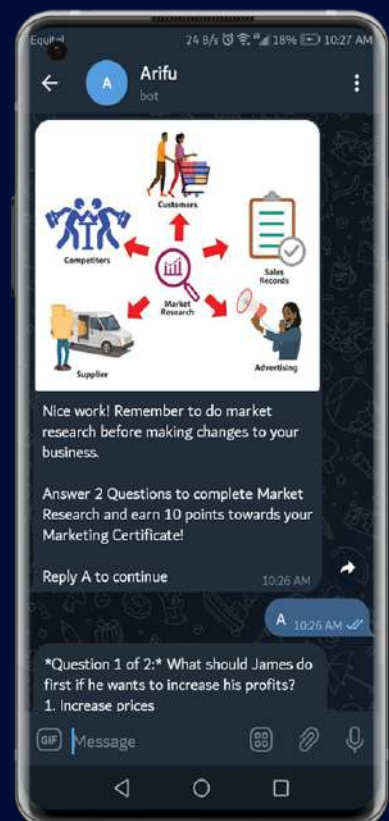
Telegram



Facebook  
Messenger



API to power learning  
in your Consumer Apps



# Courses are open source and available for free

## Business Management



Start your business



Manage your money



Secure your business



Grow your business



## E-Commerce



Understanding customers



Attracting customers



Nurturing customer relationships

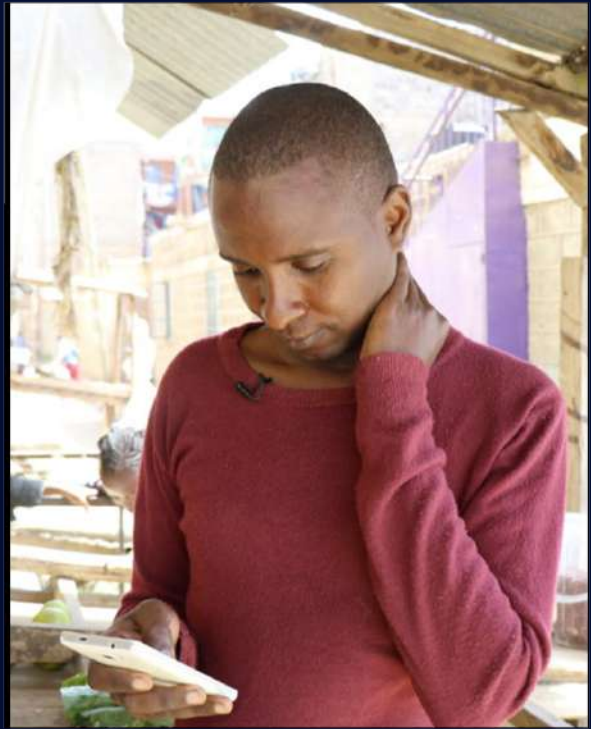


Closing sales

## The Small Business Builder Community Initiative (STRIVE)

Strive Community, a global initiative launched by Caribou Digital and the Mastercard Center for Inclusive Growth, will equip five million small business owners with innovative digital solutions that unleash their potential as catalysts of inclusive growth.

[www.strivecommunity.org](http://www.strivecommunity.org)



## ARIFU

Arifu is an interactive learning platform making it easy for any organization to deliver engaging mobile training to any audience. We have partnered with banks, MFIs, fintechs, mobile network operators and other organisations to put information and training at the fingertips of one and half million learners.

[www.arifu.com](http://www.arifu.com)

## Contact us

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