



**Organization: Creador Foundation**

**Website: <https://creator.com>**

## Mission

Creador Foundation is a non-profit organization that aims in providing financial literacy to women from low-income households. While 74% of the Indian population is literate, only 24% is financially literate. Of all, women continue to be the most vulnerable, with almost 62% of them still under-banked. Creador's technology for good product in India - 'Multiply India' aims to bring change in financial behavior by providing access to financial education, with content curated to suit the needs of women from low-income households. Creador creates and publishes resources via existing channels that help women to learn more about on-going schemes, welfare models, aid and vigilance from scams and more about the knowledge spread in financial domain

## Context

Currently users come to their platform with problems like *where to get loan from for an asset, retirement planning, investment ideas, taxation, on going policies and schemes* and try to seek financial advice (only from free knowledge share point of view) and standard / best resources available for them.

Creador also has a WhatsApp channel and a bot via which they nudge their users with recent most and relevant financial information that they need to spread across the community.

While the users have access to website and Whatsapp bot, Creador currently is looking for a solution that helps them retain their users. As of today, users do visit the website, explore and gain information in their area of interest and leave the platform until they come across through a day in need and are hence unable to make the most of the wide-spread content and knowledge base available.

## Challenge

Creador is looking for a platform that enables them provide gamified and goal-based learning. Where users can sign up for the kind of learning they want to make in financial domain or customize their plan - both over a span of days. The course should provide interactive learning opportunities where the user does not feel mundane having to come to the platform to be coached.

## Additional Considerations



The NGO is looking for a regional voice / text based bot that can cater to user queries as not all the users are tech savvy. The both should be able to provide relevant content available with Creador based on the questions being raised by the user  
There should be admin functionalities available for them to upload categorized content for learning

### Technology Baseline

1. The NGO has a website (<https://multiply.org.in/en/>) built on wordpress that is also converted into an application available on playstore.
2. The content shared by NPO is all created in-house and spans across variety of media formats and relevant links over the web
3. The NGO practices on-ground and in-person partnership with small banks to gain access to relevant audience and also makes use of targeted ads to spread knowledge and word