

Founder's Address: End-of-Year Reflection & Gratitude

Team,

As we gather here on this special day just before we step into the holidays and a brand-new year. I want to take a moment to pause, look back, and truly appreciate where we are.

This year has been a long walk. We've climbed some steep hills together: late nights debugging, tough decisions, pivots, breakthroughs, and everything in between. There were moments when things felt heavy, even impossible. But here we are stronger, closer to our vision, and on the cusp of launching what we've poured our hearts into.

Nelson Mandela once said, "It always seems impossible until it's done."

Looking at what we've accomplished in 2024, I can't help but smile at how true that is. What once felt out of reach is now real because of each one of you.

He also reflected, "After climbing a great hill, one only finds that there are many more hills to climb."

And yes, January brings new hills, our CRM and e-commerce platforms going live, new users, new challenges, new growth. But today, we're not rushing to the next summit. Tonight, we're pausing at this viewpoint, taking in the distance we've covered, and appreciating the team that made the climb possible.

Mandela wrote in his long walk to freedom: "I have walked a long walk to freedom. It has been a lonely road, and it is not over yet."

Entrepreneurship can feel lonely at times even with a team as incredible as ours. But you've made this road far less lonely for me, and I hope I've done the same for you. We're building something meaningful, something that will impact lives beyond our office walls. And that shared purpose? That's our freedom.

As we grow across borders, currencies, and markets let's remember: The financial laws of gravity know no geographic boundaries.

Discipline, patience, smart risks, and integrity, these principles hold true everywhere we go. They'll guide us as we scale.

And finally, two thoughts to carry forward:

First, "Be OK with what you ultimately can't do because there is so much you can do."

We didn't get everything done this year and that's okay. What matters is how much we did, how far we came, and how ready we are for what's next.

Second, from Martin Luther King Jr.: "We must use time wisely and forever realize that the time is always ripe to do right."

Every day we've chosen to show up with integrity, care for our users, and care for each other that's doing right. And there's never a wrong time to keep choosing that.

So thank you.

Thank you for your talent, your resilience, your kindness, and your belief in what we're building.

I'm proud of us.

I'm grateful to you.

And I'm excited, truly excited for the hills we'll climb together in 2025.

Now, let's eat, laugh, share stories, and celebrate.

We've earned this.

To an amazing team and an even brighter year ahead.

Speaker: Afolabi Samuel

