



THE FINANCIAL INCLUSION FUND

Hustler Fund

WHAT YOU
NEED TO KNOW?



1. What is the Hustler fund?

The Hustler fund is a digital financial inclusion initiative designed to improve access to responsible finance for personal, micro, small, and medium-sized enterprises (MSMEs) in Kenya.

2. Which legal instruments allow its operationalization?

The Hustler fund is a creation of the draft Public Finance Management (Financial Inclusion Fund) Regulations, 2022.



3. Why is the Hustler fund important?

It provides access to responsible finance for personal, micro, small, and medium-sized enterprises (MSMEs) by innovating, developing, and deploying bottom-of-the-pyramid financial services and products that are affordable, accessible, and appropriate for the unserved and underserved, including credit, savings, insurance, pension and investment products. It is envisaged that the fund will help to improve financial access and reduce poverty.

4. How does the Hustler fund work?

The Hustler fund will work in two ways:

- By providing a digital platform where people find the best deals on financial products; secondly,
- By developing a series of digital tools and resources to help people understand and manage their finances better.



5. How do I access the Hustler fund?

The Hustler fund is accessible through Usd code and mobile application.