

Meet Wala's New Woman in Blockchain: Nicole Anderson

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Cape Town, South Africa - 16 November 2017 - Today, blockchain-enabled zero-fee financial platform Wala (<https://getwala.com/>) is proud to announce the appointment of its newest advisor, CEO of FinTech Circle Innovate (<http://fintechcircle.com/>) Nicole Anderson.

Businesses are starting to see the massive potential of blockchain-based systems. According to the Women in Blockchain (<http://womenforblockchain.com/>) Global initiative, "venture capitalists have invested up to \$1.4 billion in blockchain startups", and over 2,500 patent applications have been filed. This interest is driving demand for talented developers and enthusiasts, creating thousands of opportunities for women to contribute to the progress of the blockchain ecosystem. However, at present, "less than 100 women are active in the space."

Wala is on the path to improving these statistics; Ms. Anderson and Wala founder and CEO Tricia Martinez are leaders in FinTech and blockchain technology.

"We are thrilled to welcome Nicole to the Wala advisory team," commented Ms. Martinez. "We are excited that Nicole, a true FinTech pioneer, is bringing her wealth of knowledge and experience to the company as we transform the future of finance in emerging markets."

Tricia is a behavioural economist who has spent the last 3 years researching, testing and building FinTech solutions for emerging market consumers - culminating in Wala, a next generation FinTech platform to provide zero-fee financial services to underserved emerging market consumers. Wala's innovative approach to application development and work is clearly reflected in its team, and the people who join it. The company is committed to working with talent that has the know-how to tap the full potential of blockchain, and who can inspire future generations of women to become leaders in technology.

Ms. Martinez said, "Nicole's depth of knowledge, experience and strong network will help the team and I realize the full potential of Wala as it rolls out in developing markets. Nicole's contribution to the adoption of FinTech and blockchain technology is already extraordinary in this rapidly evolving field, and we're certain that her work is inspiring others to become Women in Blockchain."

Nicole Anderson is co-founder and CEO of FinTech Circle Innovate, which helps established financial services firms and FinTech companies to collaborate and exploit joint opportunities. A renowned serial entrepreneur, Anderson has focused largely on technology services; in addition to FinTech Circle Innovate, she also notably founded Redsand Partners, a consulting and advisory company that has a particular focus on FinTech and Africa.

Ms. Anderson's leadership and expertise in FinTech is widely recognized; she is a mentor, has written for a variety of publications including the Economist and the Fintech Times, and has received many accolades - including South African Innovator of the Year 2017, Top 100 Women in FINTECH (UK, 2015), Power Women in FINTECH (UK, 2015), and FemTech Leaders (2015/2016).

"Wala is providing valuable opportunities to financial services companies in emerging markets," said Ms. Anderson, continuing, "I'm pleased to bring my skills and experience to the table, and help them

continue their endeavors to improve financial services for everyone.”

As a part of this journey Wala is the launch partner for a new financial services utility token, Dala, which will be sold and issued in a crowdfunding token sale this December. Dala will support the operationalization and further development of scalable, blockchain-enabled financial platforms for emerging markets. Registration for the [Dala token sale/<https://tokensale.getwala.com/>] is currently open with the pre-sale underway. The public token sale will run from December 1 to 11, 2017.

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About Wala

Wala is a mobile financial services platform built on the Ethereum blockchain. Tackling financial exclusion affecting 3.5 billion, their mission is to close the gap between consumers and financial service providers in emerging markets. Wala works with specialist providers in each market they're operational in, including banks, to offer a full suite of financial services like transactional banking, remittances, loans and insurance. Partners benefit from the reach and low cost access to previously unserviceable customers enabled by the Wala platform. For additional information, please visit: <https://getwala.com/>