



MOCafi

MEDIA PRESS KIT

05-23-23



MARKETING & PRODUCT DEPT.
MADE IN NEWARK



BRAND STORY

MOCAFI

“Look at relationships like tending to a garden, sometimes you have to weed that garden, you have to put water and fertilizer on that garden, but if you take care of that garden it will grow and bare fruits and vegetables.”

Wole Coaxum

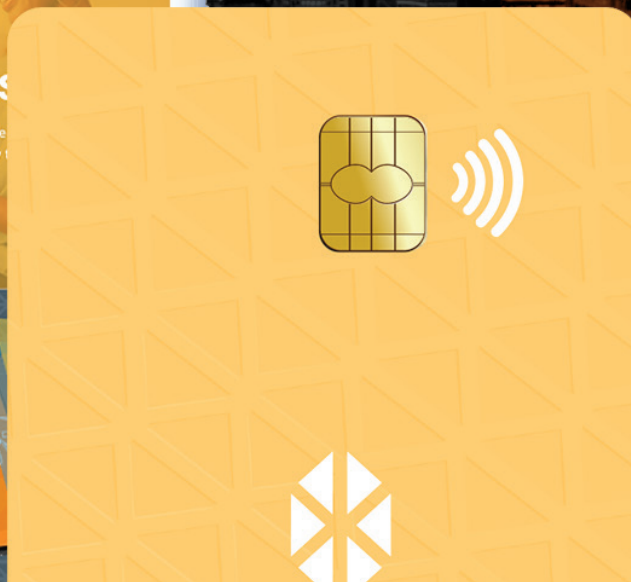
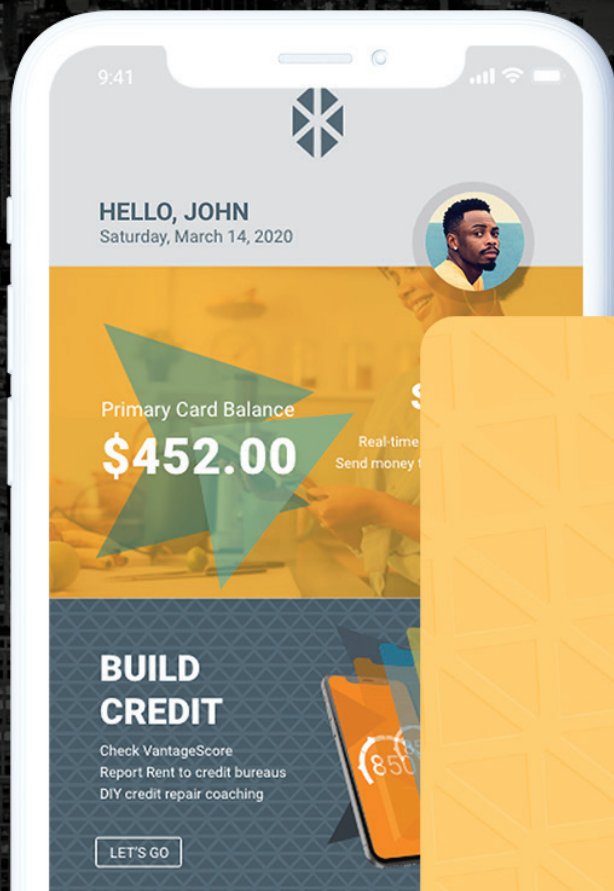


In 2014, as Ferguson erupted in protests following the police shooting death of an unarmed Black teenager, Wole Coaxum sat in his Wall Street office and considered ways to address social inequities by closing the racial wealth gap. Today, MoCaFi is innovating banking to serve the 50 million population of unbanked & underbanked Americans.



MISSION STATEMENT

To help excluded communities create wealth through better access to public, private, and social capital.





WHERE WE ARE

100
MILLION

Americans can't meet
a \$400 emergency with
cash, savings or credit

88
MILLION

Americans are
unbanked or
underbanked

45
MILLION

are an unbanked
majority/minority
struggling to make
ends meet

Due to some of the statistics MoCaFi's has advocated and developed policies that have created transformative economic change for disenfranchised communities.

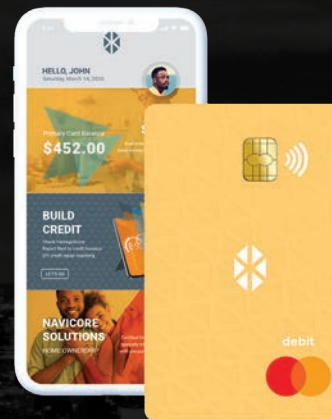


BRAND ASSETS



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