



Dear Parent/Guardian,

**Re: Valuraha Investment Club**

Valuraha Group is a company that focuses on promoting financial literacy among Kenya's youth. This is done by running Investment Clubs in schools, where students learn basic skills to help them get started on their journey to financial independence.

Each school is assigned a mentor, who takes the club members through an interactive ten-week curriculum, that includes concepts such as saving, budgeting, starting a business and different investment options in Kenya. This enables the students to make sound financial decisions in the future, and avoid living from hand to mouth.

In addition, they experience virtual trading through the Valuraha virtual trading platform. This is a simulation of the Nairobi Securities Exchange that enables the students to practice what they learn in the weekly club meetings, by trading virtually in shares, bonds, treasury bills and fixed deposit accounts.

Students in the program also take part in the Value Investment Challenge, which is an annual competition that is now in its third year. Prizes include cash rewards of up to Ksh. 200,000, as well as full tuition scholarships to study at Strathmore University.

The competition consists of two independent cycles:

- Cycle 1 (March to July) - Business Plan Competition
- Cycle 2 (August to February) - Company Analysis Competition

The cost of the program is **Ksh. 1,000** per cycle. Students can choose to participate in one or both cycles. Registration can be done at: [students.valuraha.com](http://students.valuraha.com).

Valuraha is brought to you in partnership with Strathmore University.