

Tulix's Commitment to the International Day of Family Remittances

Dear members of the UN Network on Migration and the International Fund for Cultural Development (IFAD), I am honoured to share Tulix's commitment to enhancing financial inclusion for remittance senders and their families back home as we approach the International Day of Family Remittances.

At Tulix, we know remittances support communities globally and especially in Africa—they're not just financial transactions but a lifeline for families separated by distance. With this in mind, we launched [Tulix](#) so that Africans in the diaspora can more directly offer financial assistance for everyday needs like shopping, airtime and medical fees for their families in Kenya.

Using technology, we have eliminated unnecessary intermediaries and reduced the costs linked to traditional remittance channels, ensuring more of the money sent by the diaspora pays for the things that matter most to their families—all in under 3 minutes! With such an easy, fast and reliable process we're reducing friction points and empowering individuals to make their remittances more impactful.

Although low-income recipients want to improve their financial status they don't have a reliable income so are most affected by inflation and crises like the pandemic. Accessible financial services like Tulix can help them stay afloat during an emergency so they can keep building on whatever little they have.

We're also passionate about problem-solving for root causes. As we engaged with our customers we realised many couldn't talk about money without referring to some relationship in their life i.e. romantic partners, friends and family. So we decided to make Tulix the smartest way to manage money in Africa, targeting these money relationships starting with an individual's relationship with their money. Our "[Money Journey](#)" framework helps our users map out different formative experiences that shape their values and what they choose to spend money on.

With Tulix, we're empowering people and businesses in Kenya. We are actively seeking partnerships with organizations and institutions that share our vision, aiming to leverage their expertise and resources to further advance our mission.

If you have any questions or would like to engage me directly, please reach out via email at brian@tulix.app and let's work together to continue improving the remittance landscape.

Brian Muriu,
CEO, Tulix