CAPITAL

# Financial literacy

## for informed participation

Introduction to Financial Markets
Ask Thrive digital learning assistant

Giving every individual the capability
to participate, grow, and thrive.

LEARN ASK EXPLORE THE EVIDENCE

zambezicapital.org

# A practical pathway into markets

Understand market instruments, recognise risk and interpret financial information through structured digital learning.




Explore the learning programme

Actual public course page / 27 October 2026

# Introduction to Financial Markets

Five lessons. Twenty-five questions. A self-paced route through essential market concepts.

01 **Government securities**
Understand the role of government debt instruments.

02 **Investment risks**
Recognise the uncertainties that accompany investing.

03 **Market cycles**
Explore bull and bear markets and changing sentiment.

04 **Diversification**
Consider asset classes and the role of spreading risk.

05 **Market value**
Understand market capitalisation and value.

LEARNING RHYTHM

### Learn and explore

Work through each lesson and its supporting explanations.

### Test understanding

Answer five questions per lesson. Achieve at least 4/5 in each quiz.

### Complete the course

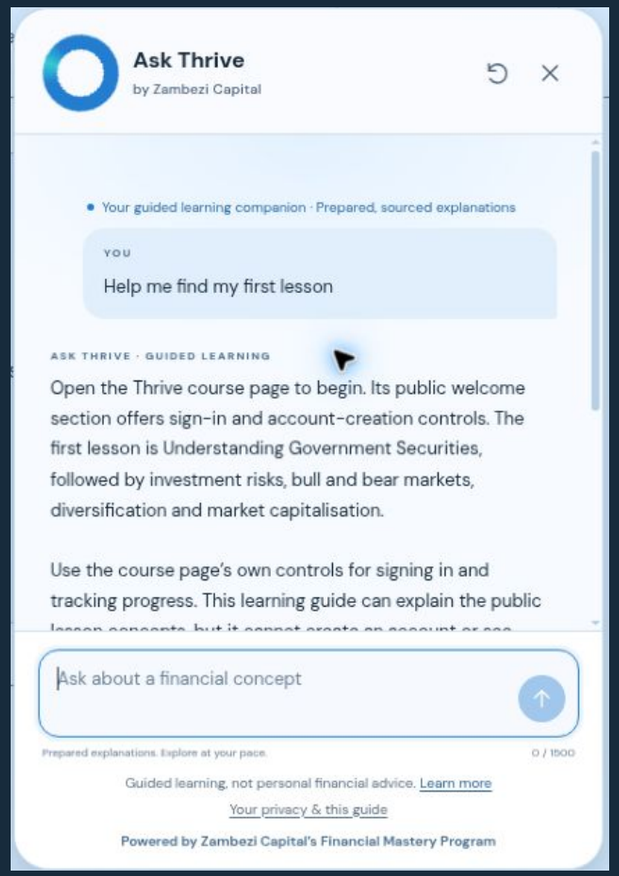
Meet the course requirements to receive a completion certificate.

**Open the course**

A completion certificate is not a professional qualification or accreditation.

# Ask Thrive in practice

A view of the live digital learning assistant, captured on 27 October 2026.




Actual public interface

### 01 / ASK A QUESTION

"Help me find my first lesson"

### 02 / EXPLORE THE GUIDANCE

The assistant points to the introductory course and explains the learning sequence. Other prepared topics offer explanations, worked examples and source links.

### 03 / CONTINUE LEARNING

Use the course controls to sign in and work through the lessons. Ask Thrive supports exploration; it does not complete quizzes or provide personal investment advice.

**Open Financial Mastery and select Ask Thrive**

# Progress that can be inspected

Financial literacy programme snapshot from the live impact API, 27 October 2026 at 18:32 UTC.

197

**ONLINE COURSE COMPLETIONS**

Platform-recorded online completions; not independently audited.

338

**REGISTERED ONLINE PROFILES**

The population used for the demographic charts.

270

**REPORTED PROGRAMME TOTAL**

197 online completions plus a historical baseline of 73.

58.3%

of registered online profiles have completed the course (197 of 338; 141 have not completed).

2.70%

of the 10,000-person ambition is represented by the reported programme total of 270.

These are operational participation and completion measures, not evidence of improved financial outcomes. Historical baseline and online records are reported separately here.

# A predominantly young learner community

All charts on this page describe 338 registered online profiles, not course completers. Counts are platform profile records.

## GENDER

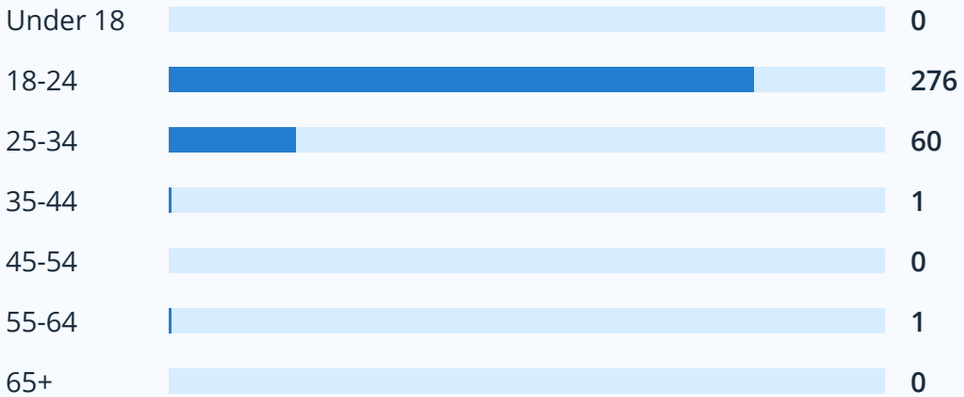
**Women 191 (56.5%)**

**Men 147 (43.5%)**



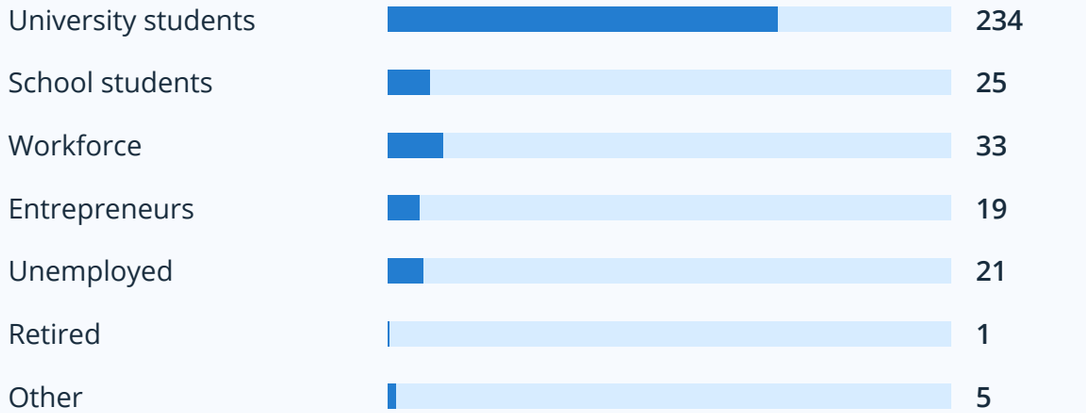
Self-described gender: 0.

## AGE GROUP




**81.7% are aged 18-24.**

## AUDIENCE GROUP

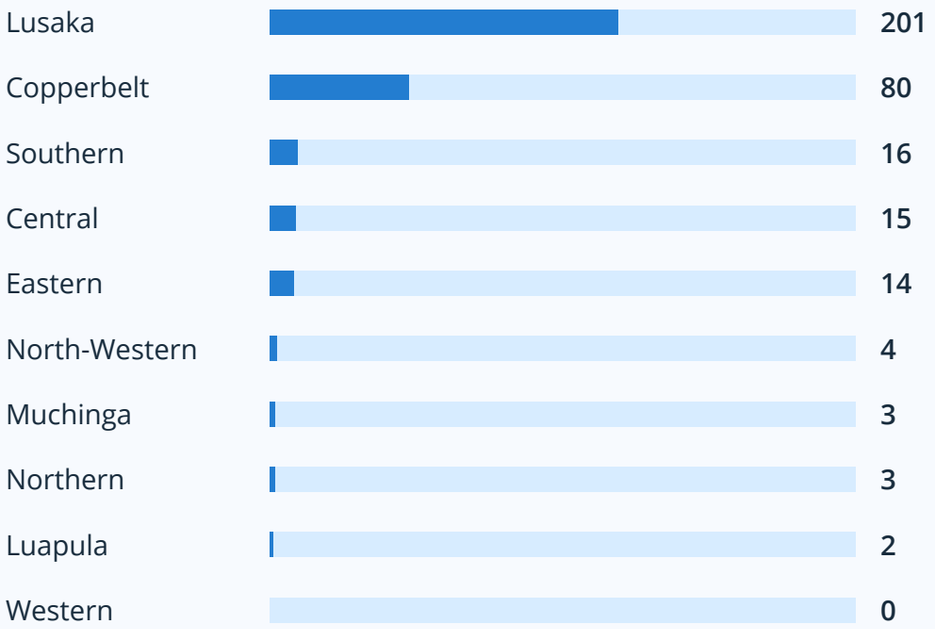



University staff: 0. Categories adapted from the live API.

# Visible reach and clear limits

Transparent reporting lets readers inspect who is participating and distinguish ambition from demonstrated results.

## LOCATION OF REGISTERED PROFILES




International: 0. Denominator: 338 registered profiles.

## WHY PUBLIC MEASUREMENT MATTERS

A prospectus is a snapshot. A public impact page gives readers a continuing route to the evidence behind the numbers.

### Reach is not the same as outcome

Registration, completion and a historical baseline answer different questions. None alone establishes improved financial behaviour.

### Demographics need a denominator

The published age, gender, audience and regional breakdowns cover registered profiles. They do not identify the distribution of completers.

View the live impact dashboard

Inspect the current aggregate data

# Built through shared contribution

Hosted by Zambezi Capital and Giveday. Prepared by Daniel Simwaba and Nabila Okino.

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CONTINUE EXPLORING

**Introduction to Financial Markets**

**Financial Mastery and Ask Thrive**

**Live impact and participation**

**Market updates and further perspectives**

Evidence note: public programme, assistant and analyst details were checked on 27 October 2026; impact API snapshot at 18:32 UTC. Ask Thrive currently uses prepared explanations, not generative AI. Questions remain in the browser and conversations are not saved. Percentages are rounded.

The API baseline of 73 is used here; a public-page fallback still shows 74 and needs reconciliation. The baseline is separate from 197 online completions. Demographics sum to 338 profiles. Completion is a learning milestone, not a measured financial outcome. Live figures may change.