

Empretec Women in Business Awards

World Investment Forum

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NIGERIA

Jessica Anuna

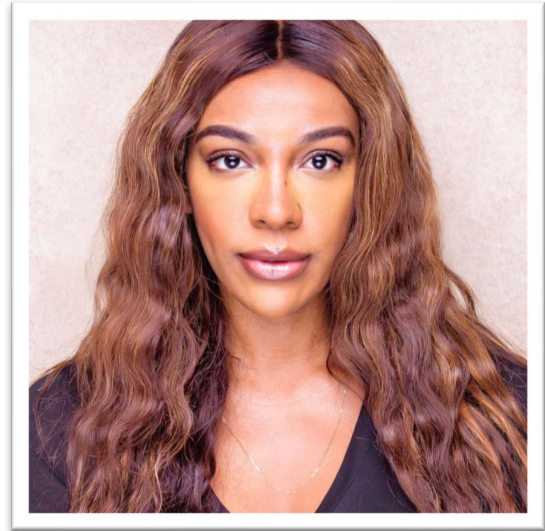
Founder & CEO, Klasha

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“When we think of improving the digital economy, we think about the customer first.”

Jessica Anuna is the founder and CEO of Klasha, a technology company that builds cross-border commerce solutions for African payments. As a recognized figure on Forbes' 30 Under 30 list and honored as one of the "35 under 35 – ones to watch," she has additionally been designated the West African Youth Ambassador through the esteemed Nelson Mandela Leadership Award.



Klasha allows international merchants to accept payments from Africa in African money methods and currencies with payouts in hard currencies.

Her entrepreneurial journey was ignited by a desire to bridge the gap in cross-border trade within Africa. She identified the critical need for international merchants to accept payments in local African currencies and payment methods. This realization put her into action, leading to the inception of Klasha, a platform offering a suite of solutions designed to empower global trade while dismantling the payment barriers that once hindered it.

Jessica's passion extends beyond technology; it's about democratizing global markets for Africans. Through Klasha, she aims at empowering African consumers to engage in cross-border shopping and international spending with ease.

Her business goes beyond commerce, driving societal change. Jessica actively champions gender diversity in traditionally male-dominated fields such as tech and engineering, providing employment opportunities for women to thrive. She addresses the pressing issue of financial inclusion, paving the way for African consumers to compete on a global scale.

Klasha directly addresses significant pain points in the African payment landscape. It facilitates African consumers' ability to pay for global goods and services using their local payment methods and currencies, as well as getting rid of previous barriers. Additionally, it helps African businesses in gaining access to foreign currencies, allowing them to now pay suppliers across the globe.

Her unwavering vision for Klasha extends beyond borders, reshaping African commerce and championing financial inclusion. Through Klasha, Jessica envisages to not only conducting transactions, but also to pave the way for empowerment, innovation, and progress, across Africa and on the global stage.