



American Heart Association®
Social Impact Funds



SHOWCASE

Life Hub

Empowering Financial Futures
from Learning to Earning



Electus Global Education is redefining what financial education can be, shifting the focus from literacy to capability.

Through Life Hub®, its web and mobile platform, young people across the country learn to manage money, earn real income and build future ready skills.

Students participate through participating schools and youth organizations — many serving underserved communities — and earn money by completing standards aligned learning tasks across a wide range of subjects.

With critical support from the Social Impact Funds, Electus rapidly rebuilt its Life Hub, retained top talent and integrated AI tools. Today, AI learning coach, Fini, tailors educational content to each student, while organizations use Life Hub's data-driven Fund Finder, to secure grants and sponsorships that support student earnings.

THE CHALLENGE

- 👤 Young people in under-resourced communities need financial capability, not just financial literacy

LIFE HUB IMPACT

- 💰 **Students earn money** through standards-aligned learning tasks
- 💰 **Fund Finder helps organizations secure grants & sponsorships**
- 💰 **Visa debit card gives students their first real banking experience**

Life Hub doesn't stop at earning. In 2025, the platform launched its Visa debit card which students use to manage their money, often their first banking experience, and expanded nationwide through collaborating with United Federal Credit Union, Old National Bank, Attentive Energy, Slingshot and the Singleton Foundation. Selection by Google for Startups AI and Plug and Play's Visa Inclusive Fintech Accelerator underscores Electus' leadership in inclusive fintech.

The impact is already visible and deeply personal. At the Boys & Girls Club of Benton County, where United Federal Credit Union sponsors a Life Hub pilot, kids are earning and budgeting for the first time. One 10 year old proudly shared that she earned \$5 on the app. Instead of spending it, she said, "I've been learning about debt. My mom has a lot of it, and I want to help her."

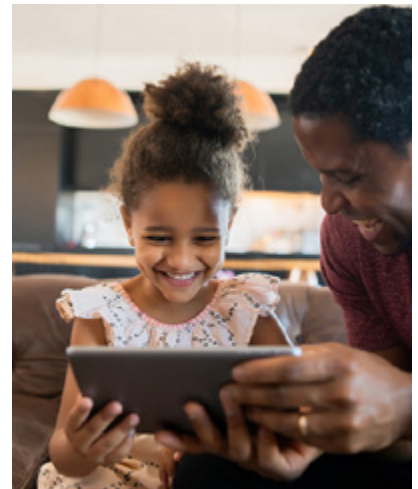
Stories like hers reveal what's possible when young people gain real financial capability: greater agency, stronger financial dignity and clearer pathways to career readiness. Together, these build the foundation for healthier, more secure futures for kids, families and communities.

Explore the Breakthroughs Transforming Health and Opportunity for All.

Learn more about how the Social Impact Funds are catalyzing solutions that improve lives and communities.

Sign up to stay connected with us.

Life Hub helps young people gain financial capability — a path to career readiness and a more secure future.



The **Social Impact Funds** are part of American Heart Association Ventures, the group that leads and coordinates the venture capital programs of the American Heart Association. heart.org/SocialImpactFunds



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