



Vivi Friedgut Founder & CEO Blackbullion

Vivi Friedgut is founder and CEO of Blackbullion, the financial wellbeing company for students. The award-winning edtech startup is on a mission to transform next generation finances through financial education.

Blackbullion works with over 35 UK partner universities, including Imperial College London, Liverpool John Moores, King's College London, UWE Bristol, UA92 and the University of South Australia.

- Leading the financial wellbeing revolution – With financial anxiety cited as the prime cause for students leaving higher education, Blackbullion helps young people create a new roadmap. Tools and resources enable students to minimise and manage debt, make smarter money choices as well as understand access to funding.
- Legacy impact of financial education – Today, over 700,000 students can access Blackbullion's platform, to make savings of up to £360 per year, make positive money changes and reduce the need for repeated funding support. Vivaly, students improve their financial wellbeing for life.
- An edtech disruptor – Blackbullion continues to innovate in financial education, most recently with its 100% digitised funding application process. Developed in response to universities' desire to use tech smartly, the new upgrade further streamlines the online application experience for students applying for hardship, funds, loans and scholarships.
- The fintech/edtech intersection – Vivi believes there is an opportunity to power a long term financial wellbeing strategy through fintech. Today Blackbullion is bringing the potential of Open Banking to edtech, placing young people at the centre of their financial experience to make money work better for them.
- Tech for good – Blackbullion is integrated into university partner retention strategies, with a focus on widening participation of students including: first-in-family, care leavers, single parents and students with disabilities.



Vivi is a huge champion for the startup community and an active commentator within the edtech community. Awards include the Europas, Hottest Edtech Startup, Edtech Digest's "One to Watch" and Business Cloud's Top 100 Fintech Disruptors.

Her second book, *Stay Financially Healthy*, will be released in Spring 2021. Prior to Blackbullion, Vivi spent almost a decade in wealth management for high net worth families and individuals: it's what inspired her mission to make financial wellbeing accessible for all. Vivi has an economics degree from the University of New South Wales.

Raised in Australia, London has been Vivi's adopted home since 2012.

Short version

Vivi Friedgut is founder and CEO of Blackbullion, the financial wellbeing company for students. The award-winning edtech startup is on a mission to transform next generation finances through financial education.

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