

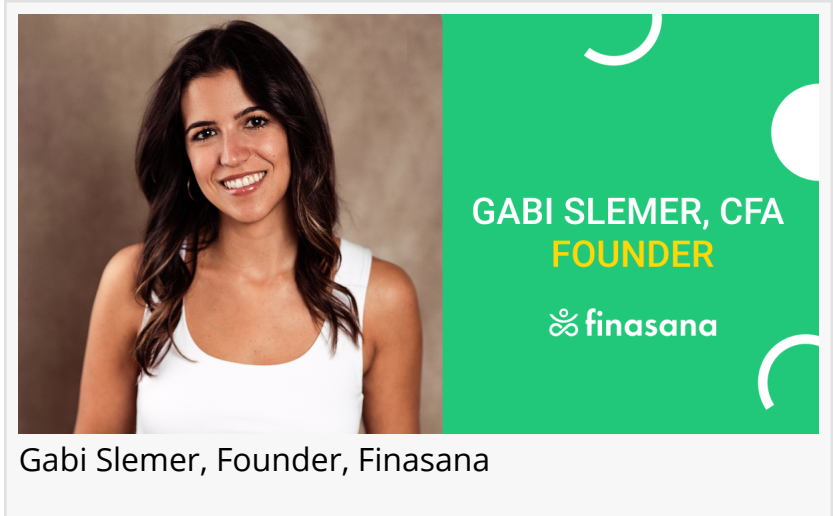
Ex-Wall Street Banker Launches Financial Wellness and Literacy Company Finasana

After seven years on Wall Street, Gabriela Slemer, CFA, quit her role at a leading investment bank to launch Finasana, an online financial literacy platform.

FORT LAUDERDALE, FLORIDA, USA, August 4, 2021 /EINPresswire.com/ --

After seven years on Wall Street, Gabriela Slemer, CFA, quit her M&A role at a leading investment bank to launch [Finasana](#), a curated financial literacy and wellness platform. The website launched July 27, 2021, with

video and audio content supplemented by hands-on activities and quizzes.



Gabi Slemer, Founder, Finasana

After working as an investor for a \$40Bn hedge fund in New York City and as an M&A advisor in London, Gabi decided to pursue a new venture, one inspired by her double life on Wall Street and as a yoga and meditation teacher.



My goal with Finasana is to take things back to basics. Financial literacy is integral to our fight against money stress."

*Gabi Slemer, Founder,
Finasana*

Throughout her career, she developed and implemented internal training programs for junior analysts and interns.

"When I was educating junior staff, I realized it was the language we use to talk about financial concepts that

makes them difficult. If we simplify the language, we make finances more accessible. The same goes for personal finance, too," said Gabi.

"On Wall Street and in day-to-day life, people just assume you know what bonds are or what debt is. But a lot of us don't, even executives responsible for company finances sometimes don't understand basic financial concepts. If you don't know, you don't ask, or you assume it's not for you."

Money is a leading cause of stress in the United States, yet fundamental financial skills are not taught in schools or workplaces. According to FINRA, almost two-thirds of Americans can't pass a basic financial literacy test, a figure that has increased year on year since the 2008 financial crisis.

Developed by financial industry experts, trained wellness practitioners, and award-winning educators, Finasana's content fills a critical gap in the personal finance space. Each lesson breaks down key concepts relating to financial wellness, budgeting, spending, saving, borrowing, and investing.

"My goal with Finasana is to take things back to basics. Financial literacy is integral to our fight against money stress," said Gabi.

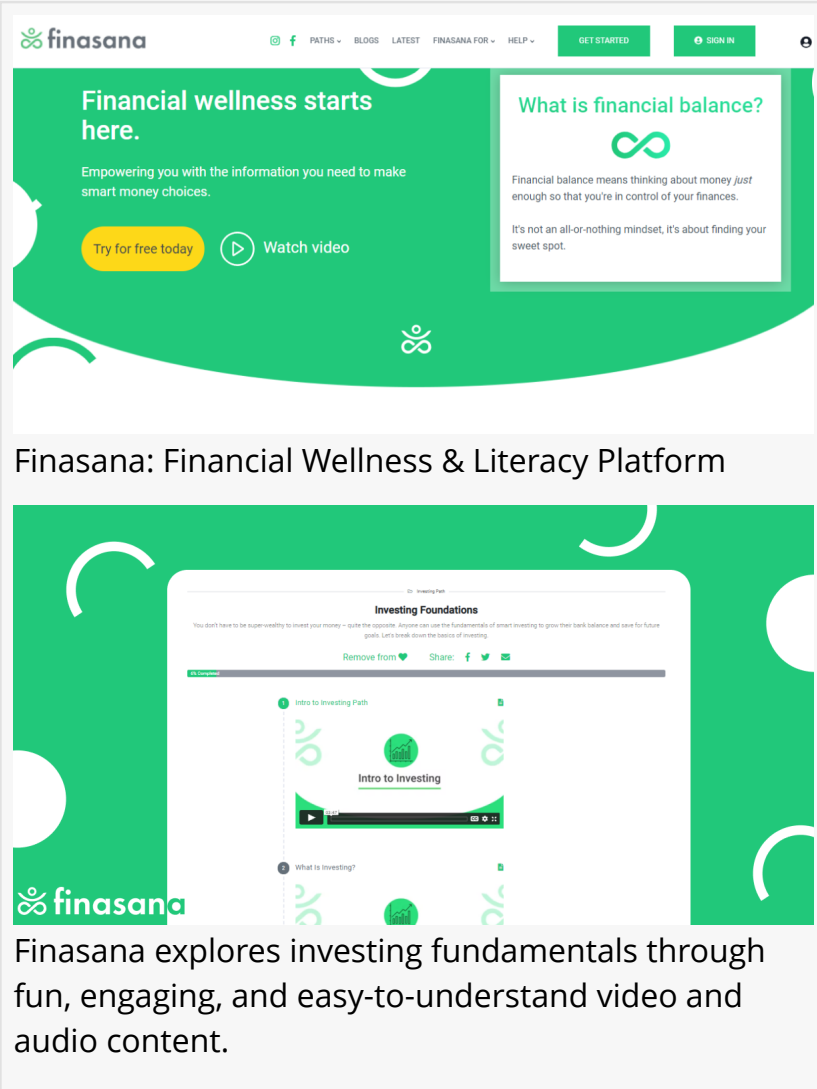
BlackRock's Global Investor Pulse survey found that investment knowledge can improve overall quality of life. When people take steps toward investing their money, they are 43 percent more positive about their financial future, enjoy a 36 percent jump in well-being, and feel 19 percent less stressed. Survey responders from all income brackets and life stages experienced the benefits.

"It's not about how much money you have. It's about your relationship with money, your mindset. That's what Finasana is out to change."

Find out more about Finasana at www.finasana.com. Follow [Finasana on Instagram](#).

About Finasana:

Finasana is an online financial wellness and literacy platform. The platform is centered around financial balance, which means giving money the space and value it deserves so that subscribers can use money to pave the way for their dreams. Developed by finance, wellness, and education professionals, the short, curated video and audio content, hands-on activities, and quizzes empower subscribers to reclaim control of their finances. Finasana champions simplicity and accessibility to make financial literacy attainable for everyone through six categories: investing,



The image shows two screenshots of the Finasana platform. The top screenshot is the website homepage, featuring a green header with the Finasana logo and navigation links. The main content area has a green background with white text and a play button icon. The bottom screenshot shows a mobile app interface with a white background and green accents, displaying a video player and text about investing fundamentals.

Financial wellness starts here.

Empowering you with the information you need to make smart money choices.

Try for free today

Watch video

What is financial balance?

Financial balance means thinking about money *just* enough so that you're in control of your finances.

It's not an all-or-nothing mindset, it's about finding your sweet spot.

Finasana: Financial Wellness & Literacy Platform

Investing Foundations

You don't have to be super wealthy to invest your money – quite the opposite. Simply use the fundamentals of smart investing to grow their bank balance and save for future goals. Let's break down the basics of investing.

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Intro to Investing Path

Intro to Investing

What is investing?

Finasana explores investing fundamentals through fun, engaging, and easy-to-understand video and audio content.

budgeting, financial wellness, saving, spending, and borrowing. Free and Premium subscriptions are available now. Finasana also partners with businesses, delivering off-the-shelf and customized solutions.

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