MONEYWISE GUIDES · INVESTING

Your First Investment

From "where do I even start?" to your first money market fund,
in five honest pages.

moneywise.co.ke, Africa's financial confidence ecosystem

The lie that keeps you waiting

"I'll invest when I have real money."

That sentence has cost more African wealth than any scam. The truth: investing is a habit, not an amount. The person investing the smallest amount monthly is wealthier, in habit, knowledge and momentum, than the one waiting for a windfall.

This guide gets you started this week.

Before you invest one coin

Two prerequisites, no exceptions:

1. No expensive debt. Mobile-loan interest beats any investment return. Clear it first, the Debt-Free Playbook is the companion to this guide.

2. A starter emergency fund, one month of expenses. Without it, your first emergency becomes a forced withdrawal at the worst time.

Where first money belongs

The money market fund (MMF): the training ground of African investing.

Why it's first: low minimums, withdrawals in days not years, returns that beat every bank account, and regulated custody.

It won't make you rich, it makes you an investor. The habit, the statements, the watching it grow: that's the education.

How to choose your MMF

Compare three things:

1. The effective annual yield (after fees), published monthly.
2. The minimum investment and top-up amounts.
3. Withdrawal speed and process.

Choose a regulated, well-known manager in your market. Ask: is this fund licensed by my market's capital markets authority? If the seller gets cagey, walk.

The 90-day plan

Week 1: open the MMF account with the minimum.

Week 2: set an automatic monthly transfer, payday, before you can spend it.

Month 2: read your first statement; understand every line.

Month 3: increase the amount by any raise you can manage.

Then come back to moneywise.co.ke/learn, goals, baskets and beyond. You're an investor now. Act accordingly.