

Greenwood's content studio seeks to stir up interest and add users ahead of launch

Article

The news: Greenwood, a US neobank geared toward Black and Latino communities, and [co-founded](#) by rapper and entrepreneur Killer Mike, is [making](#) a financial education push ahead of

its [expected](#) early 2022 launch.

The neobank's initiative is hosted by [Greenwood Studio](#), a content marketing shop that will support podcasts, video series, and a business directory.

Greenwood Studio has an inaugural lineup of **five** original works, including:

- Teaming up with podcast **Earn Your Leisure**, co-hosted by educator Troy Millings and financial advisor Rashad Bilal
- Partnering with Tanya Sam's financial literacy podcast **Money Moves**
- A documentary on Tulsa, Oklahoma's Greenwood District (Black Wall Street) and the 1921 Tulsa Race Massacre
- Partnering with Sahirenys Pierce's personal-finance podcast, **Ask Me Anything About Money**
- A digital directory for Black and Latino businesses called **GreenBook**.

More on this: Greenwood has launched the studio after [opting](#) in June to postpone the neobank's public debut due to high demand—it currently counts **over 500,000** sign-ups on its waitlist.

Greenwood's targeted communities make up larger proportions of unbanked and underbanked people than their population shares. Black and Latino Americans face disproportionate financial obstacles, [per](#) data cited by Fast Company, including Black loan-applicants facing an **80%** higher rejection rate than their white counterparts.

Greenwood's celebrity-backed marketing strategy follows similar initiatives from other US banking players.

- In February, neobank **Varo** [announced](#) a partnership with NBA star Russell Westbrook—who also led its **\$63 million** investment round—which involves creating an impact platform to assist underserved communities.
- In 2019, NBA star LeBron James [partnered](#) with **Chase** on a podcast aimed at destigmatizing talking about finances.

The opportunity: Greenwood Studio helps the neobank build up anticipation and brand familiarity during the lead-up to its launch, keeping those who have signed up engaged while they wait and bolstering its customer-acquisition drive.

Operating a content-marketing arm also helps Greenwood to differentiate itself from other niche neobanks that are seeking to build Black and Latino customer bases.

- A Greenwood competitor, **First Boulevard**—which **brought in** a **\$5 million** seed round in March—offers products ranging from a Black business marketplace to no-fee debit cards.
- **Fortú** caters to Latinos and **emerged** from stealth mode in May, offering a savings account and a remittances deal with fintech **Wise**.