

Building shared infrastructure for the cooperative economy.

■ WHAT MASLOW IS

Maslow is a software and systems company building shared digital infrastructure for member-owned financial institutions — **credit unions, cooperatives, and mutuals** — worldwide. Rather than competing with these institutions, it connects them: the shared technology, coordination standards, and governance no single institution can build alone.

The two halves of the work are deliberately separated. **Maslow Holdings** builds the infrastructure; the **HAPPI Foundation**, a not-for-profit, holds it — so the network can never be captured or sold out from under its members. Participating institutions keep their own licences, boards, and community relationships.

■ THE COOPERATIVE ECONOMY

88,000 Member-owned credit unions, cooperatives & mutuals worldwide GLOBAL SECTOR CONTEXT	3 million Cooperatives operating globally across every sector GLOBAL SECTOR CONTEXT	1 billion People who are members of a cooperative or mutual WOCCU · ICA
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Credit-union numbers fell roughly 10% globally in 2024 — the steepest annual decline in years. Sector figures draw on the World Council of Credit Unions and the International Co-operative Alliance; full source list on request.

■ AT A GLANCE

LEGAL ENTITY	Maslow Holdings Pty Ltd	ACN	672 433 519
HEADQUARTERS	Melbourne, Australia	FOUNDED	2020 · re-inc. 2023
PRODUCT	HAPPI · thehappy.org	STRUCTURE	Capped-return → steward-owned
WEBSITE	maslow.com.au		

■ FOUNDERS

KANE JACKSON

CEO & Co-founder

MINA CALVERT

CTO & Co-founder

CAITLIN ROBINSON

COO & Co-founder

BASED

Melbourne, Australia

■ MEDIA CONTACT

Email info@maslow.com.au or visit maslow.com.au/press. Enquiries are read and answered by the founding team — address them to Kane, Mina, or Caitlin. Founder photography (individual + group) is available on request.

■ ACKNOWLEDGEMENT OF COUNTRY

Maslow acknowledges the Traditional Custodians of the lands on which we reside and operate — the Wurundjeri and Boon Wurrung Peoples of the Kulin Nation. We pay our respects to Elders past and present. Sovereignty was never ceded.

maslow.com.au/press

CREDIT UNIONS · COOPERATIVES · MUTUALS