

Never stop developing your product

Why don't you briefly introduce yourself and the startup Trive to our readers?

I worked at PWC Türkiye for 17 years, ascending through the company to become a financial services partner. At PWC, I led many finance-related projects and developed great relationships with major banking and financial institution clients. My passion and interest in fintech and finance led me to this wonderful destination at Trive.

Trive is a multi-asset investment platform, that uses cutting-edge technology to bring complex and sophisticated global investment products together. Our platform will provide a digital-first, user-centric service for investors seeking to grow their investment portfolios. In recent times, investment options are becoming more interesting, but at the same time the complexity levels of these options are increasing. Trive aims to combat this by offering seamless interface, allowing our users to thrive through the ease of experience.

I am very excited to be leading this brand. At Trive, we will be offering a wide selection of diverse investment products to suit any investment need. Trive's motto is "never standing still" and this is evident with the development of a clear, convenient, and intuitive platform that enables a breadth of investment possibilities to everyone.

Why did you decide to start a company?

Our investors backed the idea of starting a company that has a clear and specific purpose. I have been an investor myself in various start-up companies, so to head the company towards achieving this purpose made all the sense in the world to me. Trive was launched to empower investors on their financial journey. We wanted to remove all the complexities that may deter investors from reaching their long-term financial goals and ambitions, by offering a simple, yet sophisticated platform. To be able to put my passions and interests into starting a brand like Trive was essentially a no brainer.

What is the vision behind Trive?

The vision behind Trive was to create a globally accessible financial services platform powered by constant innovation. We have an underlying aspiration to promote faith and confidence in those that follow us. To all of us "Trive means Thrive." With constant innovation and continuous progression, Trive will become the next generation investment partner for all.

From idea to launch, what have been the biggest challenges so far and how have you financed yourself?

Having previously held several advisory roles within the finance and fintech space, I have first-hand experience of how difficult it is to launch a new brand. In the case of Trive, we are launching during a period where the entire global financial markets are experiencing the headwinds of current macroeconomic conditions. However, we have been able to adjust to this and we are operating mindful of the current environment. When we strategically put together our launch roadmap, we understood the critical importance of identifying all challenges, and how to tackle them.

Trive is backed by Trive Financial Holding.

Who is Trive's target audience?

The aim of our platform is to serve people who already have some exposure and experience in investing. The markets our brand operate from foster a well-educated, investment savvy community. Our target audience consists of young investors, 25–40-year-old with moderate risk appetite and are constantly seeking to elevate themselves. At Trive, we are hoping to harness the capabilities of young and dynamic investors, becoming the link to their financial goals and aspirations.

How does Trive work? What are the advantages? What differentiates you from other providers?

Trive is a low-cost, no commission, user-friendly, digital, multi-asset investment platform. As a start, the platform will offer stocks and ETF opportunities. The advantage of our brand is that our state-of-the-art platform is pioneering, and we will be able cater to all our clients' investment needs.

We differentiate from other providers, as we see ourselves as the “space in between”. Some platforms can be over complex and intimidating to customers, while others may lack sophistication. Trive's product offering caters for a modern, mobile first, educated individual with initial engagement and understanding of investments, looking for a respectable platform to invest and host their growing portfolio.

Trive, where is it headed? Where do you see yourself in five years?

Even at launch, we are already positioning ourselves for growth and expansion. This is evident through our partnership with Bayer 04 Leverkusen. We are heading on an upwards trajectory and backed by the forward-moving ethos everyone here at Trive embraces, we hope to be a leading player in the investment space within the next five years.

In conclusion: What 3 tips would you give to aspiring founders?

Progression – Know that there is always a better, and don't be complacent.

Thorough research – By incorporating thorough research into your aspiring plan, you will be able to differentiate yourself immediately to the competitors in your space. This will allow you to position yourself and your business in the highest light.

Get started – Never stand still!

Enquiries

Trive

Sabine Elsässer

Notes to editors

About Trive

Trive is a next generation, expansive, dynamic, and innovative multi-asset investment platform.

Trive brings complex and sophisticated global investment products to an easy-to-use platform through a cutting-edge technology providing its clients a fully customizable and rich trading experience, such as one-click trading, placing orders on the chart, advanced charting and technical analysis tools, advanced order types, market depth and customizable workspaces.

Trive is about empowering progression, never standing still. Trive is savvy in terms of responsiveness and adaptability; it is simple – clean-cut, intuitive, and seamless.

At Trive, we take the complex and deliver it simply.