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About Thrive

Backed by Techstars, Thrive Savings is a B2C fintech and e-commerce startup that enables objective-based saving and debt-free shopping for young people from a beautifully designed mobile app experience.

Thrive is available for download by U.S. consumers from the Apple App Store and coming soon to the Google Play Store.

Our Vision

To help young people create a happier and healthier relationship with money through innovation.

Our Mission

To eliminate the insecurity that bad debt creates by empowering the Thrive community to save, grow, and spend their money in a conscious way that helps promote abundance and prosperity.

Industry Stats on Saving and Spending

- [Saving money is in.](#)
- [Gen Z are financially conservative and prefer not to take on debt.](#)
- [They need help navigating their finances.](#) 7 of 10 Gen Z don't have great clarity on how much they can spend now vs. how much they should be saving for later.
- [They are turning to apps to help them save and make spending decisions.](#)
- [They want to buy the products they care about.](#) A product's value (utility and quality) is more important than the price. As well, the moral values of the brand are important.
- College students are significant consumers: [21.4 million college students had \\$574 billion in spending power in 2018.](#)

About The Western Union Accelerator powered by Techstars

In June 2019, Thrive Savings joined The Western Union Accelerator Powered by Techstars in Denver, Colorado culminating in our Demo Day in September 2019.

Techstars, founded in 2006, runs the top accelerator programs around the world for entrepreneurial technology companies and technology entrepreneurs. The accelerator's portfolio includes more than 2000 companies with a combined market cap of \$15.9 Billion, and over 200 exits. For more insight, visit www.techstars.com.

The Western Union Company is the global leader in cross-border, cross-currency money movement. Its omnichannel platform connects the digital and physical worlds and makes it possible for consumers and businesses to send and receive money, and make payments with speed, ease, and reliability. For more information, visit www.westernunion.com.

Giving Back and Social Responsibility

1. [Thrive has pledged 1% of its business to charity](#)

Giving first is in Thrive's DNA. On inception of the business, Thrive Savings allocated 1% of its equity to [The Upside Foundation/Pledge 1%](#) movement. Following a liquidity event, these options will convert to cash, and be donated to a charity chosen by the Thrive team.

2. Thrive automates the process of Giving Back for all users

Each time a Thrive user reaches their goal and makes a purchase through the Thrive e-commerce platform, Thrive makes a donation to an organization they care about. Click [here](#) to see the organizations we are supporting in 2020.

Jordan Wimmer, co-founder and CEO (Short Bio)

Jordan Wimmer is the co-founder and CEO of Thrive Savings, a B2C fintech and e-commerce startup that enables objective-based saving and debt-free shopping for young people from a beautifully designed mobile app experience.

Jordan began her career with several progressively senior and then entrepreneurial roles in the hedge fund world. She joined the launch team of the consumer fintech startup Long Game Savings prior to co-founding Thrive. Jordan is the recipient of the 2018 Women In Payments, Judge's Choice Unicorn Award Challenge. She has been featured in Forbes, Reuters, the Financial Post, Yahoo Finance, and Global News. Jordan has an MBA from the International University of Monaco and a BA from Western University in Ontario, Canada.

Jordan Wimmer, co-founder and CEO (Long Bio)

Jordan Wimmer is the co-founder and CEO of Thrive Savings, a B2C fintech and e-commerce startup that enables objective-based saving and debt-free shopping for young people from a beautifully designed mobile app experience.

Prior to co-founding Thrive in 2017, Jordan joined the early launch team at [Long Game Savings](#), a fintech startup in the prize-linked savings space doing cutting edge work in behavioural finance. She joined San Francisco-based Long Game Savings after running her first business, Kyro Capital, a small consulting firm that she launched following the 2008 financial crisis to work with top portfolio managers on their capital-raising deals in the U.S., Europe, and Asia.

Jordan began her career at EFG Bank in Monaco as an Associate on the Hedge Fund Advisory team. Over the next 12 years, she worked in different areas of the hedge fund industry, becoming a Director at DQN Global Capital Partners and then the youngest Partner at Nomos Capital Partners, where she ran the European capital-raising desk out of London, England. During this time, Jordan raised over \$1 billion for different deals, funds, and financing, providing her with a solid background in finance and the opportunity to travel around the world.

Jordan has an MBA from the International University of Monaco and holds an Honours Bachelor of Arts from Western University in Ontario, Canada.

Jackie Lee, co-founder and CPO (Short Bio)

Jackie Lee is the co-founder and Chief Product Officer (CPO) of Thrive Savings, a B2C fintech and e-commerce startup that enables objective-based saving and debt-free shopping for young people from a beautifully designed mobile app experience.

Jackie spent his early career in retail banking where he launched Tangerine Bank's first ever credit card. At Mitre Media he was Product Manager for Dividend.com, doubling its monthly active users (MAU) from 250,000 to 500,000 in just one year. Jackie has a BSc. in Psychology from the University of Waterloo in Ontario, Canada.

Jackie Lee, co-founder and CPO (Long Bio)

Jackie Lee is the co-founder and Chief Product Officer (CPO) of Thrive Savings, a B2C fintech and e-commerce startup that enables objective-based saving and debt-free shopping for young people from a beautifully designed mobile app experience.

Prior to Thrive, Jackie was at Mitre Media, which owns and operates financial media brands such as Dividend.com, MutualFunds.com, MunicipalBonds.com, 529s.com, and 401ks.com. As Product Manager for Dividend.com, Jackie was focused on increasing monthly active users (MAU) and growing the product through testing and iteration following lean startup methodology. In this role, Jackie drove significant success for the financial media brand by doubling its MAU from 250,000 to 500,000 in just one year.

Jackie began his career in retail banking, working for Canada's first digital bank, Tangerine Bank (now owned by Scotiabank, one of the largest banks in the world). Hired as the youngest-ever Product Manager, Jackie was tasked with launching the bank's first credit card across the country and in doing so became an expert on the inner mechanisms of how credit cards work, how banks optimize profits from credit cards, and the various reward mechanisms that help to increase usage. Within six months of launching the card, Tangerine had acquired over 150,000 active users.

Jackie holds a Bachelor of Science in Psychology from the University of Waterloo in Ontario, Canada.

Headshots

Jordan Wimmer, co-founder and CEO



Jackie Lee, co-founder and CPO



Brand Assets - Logo

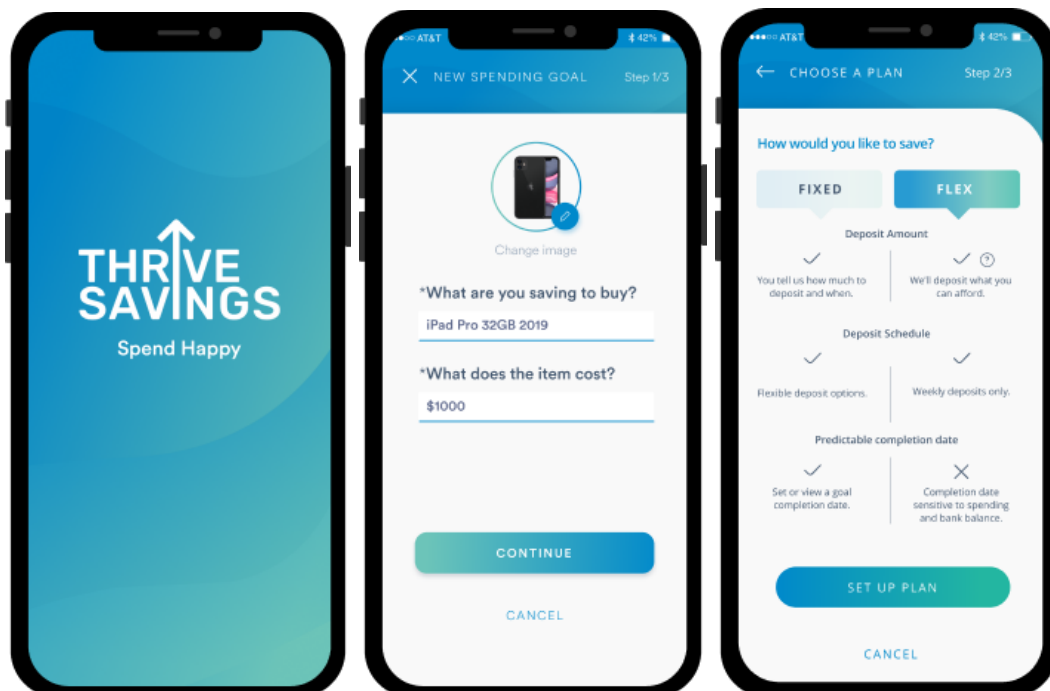
THRIVE SAVINGS **THRIVE SAVINGS**

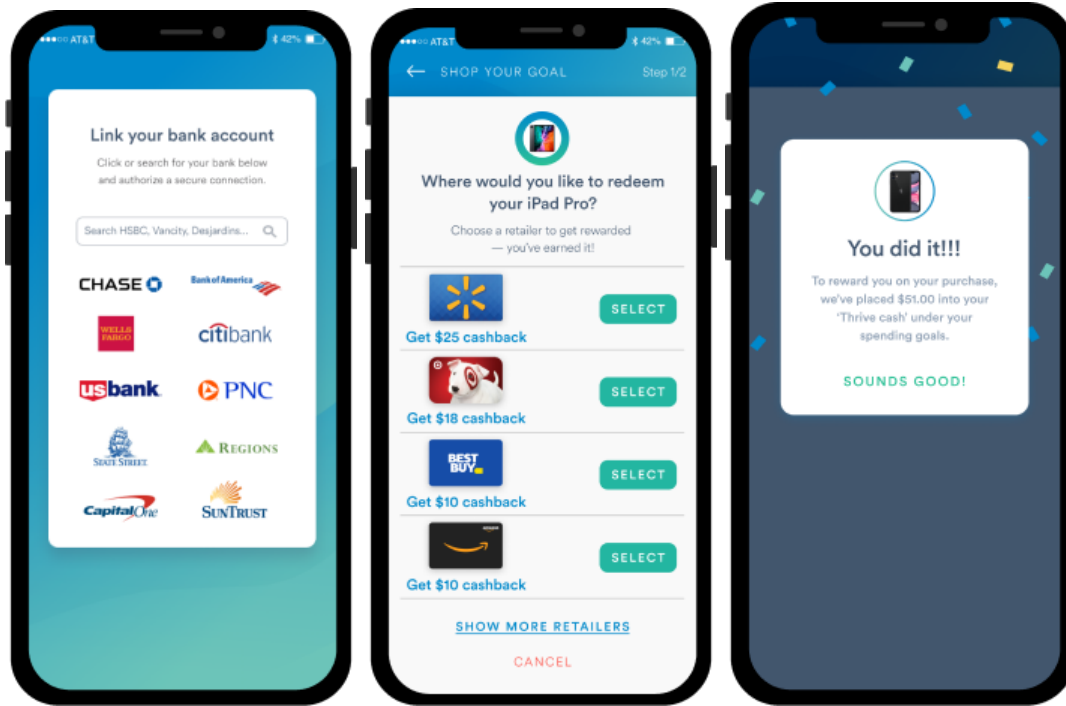
Brand Assets - How Thrive Works

Users save their money with Thrive and are rewarded with generous cash back when they are ready to spend.

1. Download on the iOS App Store (Google Play coming soon...).
2. Set a savings goal.
3. Choose a savings plan. Users determine the amount to save or let Thrive's AI calculate it for them.
4. Connect a bank account so Thrive can work its magic.
5. Thrive monitors prices constantly, so when a purchasing goal is within range, users are notified *and* receive cash back in their Thrive account just for buying.
6. Pay it forward. When you purchase your goal through the Thrive platform, you get an email from Thrive to choose one of the following [organizations](#) to send a donation to.

Brand Assets - Product Shots





Brand Assets - Social Media, Website

Instagram: <https://www.instagram.com/thrivesavings/>

Twitter: <https://twitter.com/thrivesavings>

Facebook: <https://www.facebook.com/thrivesavings/>

LinkedIn: <https://www.linkedin.com/company/thrivesavings/>

Website: <https://thrivesavings.com/>

User Testimonials

"I never want to have the same credit card debt that my parents are in. Thrive is a good alternative to using credit cards. It might take longer to buy something, but it's without debt." - Jlow_93 (App Store)

"I saved up for my AirForce 1 sneakers using Thrive. I got cash back when I bought them and didn't have to suffer the guilt of knowing I bought something I couldn't afford." - Damon J. (Thrive user)

Thrive saved more on good weeks and less on those weeks where money was tight. I didn't have to do anything. I would have never saved before. Thanks, Thrive." - Roger L. (Thrive user)

"I didn't feel the pinch when I was saving for my new TV. In fact I hardly noticed I was saving at all." - Tamron J. (Thrive user)

"Don't hate myself when I look in the mirror because of my shopping and like what I bought even more because I didn't have to use Afterpay. Thanks Thrive. - Taylor J. (Thrive user)

"I love the cashback when I shop. I also think it's cool that Thrive has a social mission and gives back to the community." -Jesson Y. (Thrive user)

"I got hit with a dental emergency and had to access my Thrive Savings and withdraw everything. It was quick and convenient. The money was back in my account the next day." - Stephanie K. (Thrive user)

"Absolutely love this app! As opposed to budgeting and tracking expenditure to save, it actually helps me save money by looking into my finances and automatically assessing the amount to save for me to achieve my goal! I'm so looking forward to seeing through my travel plans thanks to Thrive!" - Kish_09 (App Store)

"I like the texts from Thrive. Sends encouraging messages. Easy to use. Would recommend to anyone that wants a secret saver." - Natey1212 (App Store)

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