KWP GROWTH PARTNERS

The Workplace RetireTech Map 2.0

Our map organizes and highlights challenger brands driving innovation within the retirement plan industry. More than 120 companies in ten distinct categories are represented.

DCIIA
Defined Contribution Institutional Investment Association

Small Business Solutions

- sallus retirement
- carry
- GROUP IRA
- ICON

Employee Engagement

- moniwell
- PEOPLED
- dailyVest
- venrollment
- DIRECT 401K

Lifetime Income

- Retirable
- MICRUITY
- TontineTrust – Live Long & Prosper
- 401(k) annuityHUB
- DIETRICH
- Nestimate

Recordkeeper / TPA / Operations

- Basic Capital
- 401GO – Futures built here
- Quintes
- ETZ
- SHAREBUILDER 401K – Build Your Future.
- Vestwell
- Betterment
- Penelope
- 401k
- PENCHECKS TRUST
- Human Interest
- inVesti
- EMPLOYEE FIDUCIARY
- LRS
- CONGRUENT
- OCTAVE Wealth Management
- ubiquity
- forusall
- aboon

Financial Wellness

- ZayZoon
- questis
- FINANCIAL FINESSE
- FINHABITS
- Addition Wealth
- STASH
- pocketnest.
- Origin
- FinFit
- Boldin
- BrightDime
- Nayya
- TIFIN@Work
- YOUR MONEY LINE
- Enrich – a product of iGrad
- Plootus
- Brightside
- YNAB.
- knomee
- ONE@WORK
- the wealth pool
- kashable
- LEARNLUX
- budgetsimple
- N
- payactiv
- 3Nickels – Save. Spend. Give.
- MSA
- TrustPlus
- GreenPath financial wellness
- Consolidated Credit
- TROUTWOOD

Portability

- Capitalize
- iraLogix
- manifest.
- PensionBee
- Beagle
- RCH

Enabling Tech/Solutions

- planport
- P4 Technologies
- argyle
- Pay(k)onnect
- truv
- STAX·AI
- Singlepoint AI
- DRIVEWEALTH
- 7SM

Payroll

- RIPPLING
- onpay
- finch
- Oyster
- PAYROLL INTEGRATIONS
- gusto

Advisor Services

- FIDUCIARY IN A BOX
- Tandems
- (k)quote
- PlanTools
- HERO7
- RiXtrema
- Fiduciary Decisions – Independent · Comprehensive · Actionable
- AdviceAnalytics
- VISERLY
- PlanNotice
- Pontera
- carbon collective
- AbsoluteCapital – smart solutions for serious money
- Method Plan
- LEAFHOUSE FINANCIAL
- FIDUCIARY SHIELD by BidMoni
- Future Capital – Formerly ProNvest
- PlanSync

Employee Financial Benefits

- HYKE
- Radish
- candidly
- tuition.io
- array
- Summer
- SecureSave
- Custodia Financial
- SAVVLY
- Thrive – Flexible Matching Program
- PTO EXCHANGE
- Peanut Butter
- Bright Plan
- Hadley
- Sunny Day Fund
- gradifi
- Canary
- FutureMoney
- Bankrate

The Workplace RetireTech Map 2.0

The Workplace RetireTech Map 2.0, developed by KWP Growth Partners, was created to help the retirement industry better understand the breadth of technology-driven companies within the rapidly evolving ecosystem. The map highlights challenger brands advancing solutions to help solve the industry's core challenges of:

EXPANDING ACCESS | INCREASING PARTICIPATION | DRIVING ENGAGEMENT | AND IMPROVING OUTCOMES.

The map is a resource for the entire retirement plan industry, built on shared purpose. Progress within the industry depends on both challenger brands and established leaders. Challenger brands often introduce focused innovation, while legacy firms provide scale, experience, resources and stability—pursuing innovation through dedicated labs, internal teams and deliberate build, buy or license decisions. Together, they help the industry advance to better serve plan sponsors and participants, and to improve retirement outcomes.

With this year's map, a collaboration established between KWP Growth Partners and DCIIA extends the reach of this work and delivers timely insight to a broader audience of industry leaders, stakeholders, and investors. Together, we hope to help the market better understand the trends and innovations shaping the future of workplace retirement.

The Workplace RetireTech Map 2.0 was developed using a structured approach focused on capturing innovators reshaping retirement services.

KEY CONCEPTS AND INCLUSION CRITERIA:

Companies were screened against these criteria as a framework for inclusion, though not all needed to be met for consideration.

- Challenger Brand Focus
- Industry Alignment
- Technological Innovation
- Digital-First/Forward Approach
- Support for Advisors/Providers
- Legacy Innovators

EXCLUSIONS

- Incumbent Companies
- Direct-to-Consumer Solutions
- Benefits-Only Providers

By distributing the Workplace RetireTech Map 2.0 through its broad membership, DCIIA brings its experienced, industry-wide perspective to the work, and ensures important insights reach stakeholders committed to advancing innovation and improving retirement security for American workers. KWP Growth Partners and DCIIA will continue to track emerging trends and share insights shaping the future of workplace retirement. **Stay tuned.**

ABOUT KWP GROWTH PARTNERS

KWP Growth Partners is a growth strategy and go-to-market consultancy focused on retirement, wealth, and fintech. The firm helps leaders strengthen positioning, launch new offerings, accelerate distribution, and drive adoption. KWP combines deep industry expertise with practical experience across strategy, brand, product, distribution, advisor engagement, and market activation to help clients turn insight into growth and innovation into measurable business value.

KWPWORKS.COM

KWP GROWTH PARTNERS

ABOUT DCIIA

The Defined Contribution Institutional Investment Association (DCIIA) is a nonprofit that brings together constituents across the financial ecosystem—including asset managers, consultants and advisors, recordkeepers, plan sponsors, and policymakers—to help America's workforce save for retirement and achieve broader financial security. Through research, industry forums, and policy engagement, DCIIA serves as a neutral platform for collaboration and thought leadership.

DCIIA.ORG

DCIIA
Defined Contribution Institutional Investment Association