



Motive Partners Invests \$100 Million in Electric Mind to Supercharge AI-Led Transformation in Financial Services

Strategic partnership deepens AI-led engineering capabilities and accelerates U.S. expansion, powering the next era of financial services

New York, October 28, 2025 – Motive Partners (“Motive”), a private investment firm exclusively focused on financial technology and technology-enabled business services, today announced a \$100 million strategic investment in Electric Mind, a high-growth, AI-led services firm grounded in engineering excellence. The partnership will support continued investment to deepen Electric Mind’s AI and data engineering expertise, accelerate its U.S. expansion, and advance the delivery of next-gen solutions for financial institutions – particularly in wealth and alternative investments.

Electric Mind brings together precision engineering, sector-specific knowledge, and a client-focused approach to help leading institutions modernize legacy systems, automate critical workflows, and build AI-enabled platforms that drive measurable business impact. By combining technical excellence with deep domain expertise, the firm enables organizations to improve efficiency while unlocking new opportunities for innovation. Known for its pragmatic, hands-on delivery and trusted relationships across tier-one Canadian financial institutions, Electric Mind has earned a reputation as a trusted partner with a proven track record of innovation and high-quality AI-led delivery.

“Electric Mind was founded on the belief that technology and engineering should directly enable transformation,” said **Chris Ford, CEO of Electric Mind**. “Our mission has always been to turn complex challenges into bright, practical solutions – helping institutions modernize, scale and reimagine how they operate. Motive stands at the forefront of investment in financial technology, and with their capital, operational expertise and innovation capabilities, they are the ideal partner to accelerate our growth and impact across the industry.”



Motive's investment will allow Electric Mind to:

- **Deepen AI-led engineering capabilities** through continued investment in teams, tools, and delivery infrastructure to meet growing client demand.
- **Accelerate U.S. expansion** by building on Electric Mind's proven track record of innovation with major financial institutions across banking, capital markets, wealth and insurance.
- **Play a leading role in democratizing alternatives** by developing infrastructure that expands access and transforms how wealth is delivered, with Motive positioned at the intersection of this industry shift.

"We are thrilled to partner with Chris and the Electric Mind team," said **Chris Williams, Partner, Investments at Motive Partners**. "They have built an impressive track record of delivering lasting impact and innovation for some of the world's most respected financial institutions. We look forward to supporting the team as they scale their capabilities and expand their reach in the years to come."

As part of delivering this vision, Electric Mind and Motive will collaborate closely, with leaders from both firms joining the company's board. Motive's investor-operator-innovator (IOI) model will bring additional expertise, operational support, and connectivity to help scale Electric Mind's impact across financial services. The board will also include industry veterans Richard Lumb, Motive Industry Partner and former Group CEO of Financial Services at Accenture, and Sreeram Visvanathan, Head of Motive Create and former CEO of IBM UK & Ireland. Their decades of experience in consulting, technology, and financial services will support Electric Mind's next stage of growth and strengthen its role in shaping industry transformation.

"At Motive, we see wealth and asset management undergoing rapid change, with the democratization of alternatives at the center of this transformation," said **Rob Heyvaert, Founder & Managing Partner, Motive Partners**. "Electric Mind brings visionary leadership, trusted relationships, and world-class engineering talent to accelerate this shift. With Motive's unique vantage point across wealth and alternatives, together we can form the future of finance."

Envoy Capital Advisors served as the exclusive financial advisor to Electric Mind in connection with the transaction. Weil, Gotshal & Manges LLP and McCarthy Tétrault LLP served as legal advisors for Motive Partners and Electric Mind, respectively.



About Electric Mind

Electric Mind is a business and technology consulting leader in providing innovative, practical solutions driven by engineering excellence. Combining strategy, design, and engineering, Electric Mind transforms complex challenges into opportunities for growth and success. With a focus on diversity and collaboration, the company creates environments where creativity thrives, and bright ideas come to life. For more information about Electric Mind and its services, visit www.electricmind.com

About Motive Partners

Motive Partners is a private investment firm exclusively focused on financial technology and technology-enabled business services companies, investing from early-stage ventures to growth equity and buyout in North America and Europe. The firm invests across five subsectors: banking & payments, capital markets, data & analytics, insurance, and wealth and asset management. Motive Partners applies its proven investor, operator, innovator (IOI) model across its portfolio, combining deep financial technology expertise and proven operational rigor to accelerate growth and value creation. With offices in New York, London, and Berlin, the firm provides differentiated insight, connectivity, and capabilities to create long-term value in financial technology companies. More information on Motive Partners can be found at www.motivepartners.com

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