

# The Motive model

Investing in the infrastructure that shapes how financial services evolves.



In conversation with Infosys

**ROB HEYVAERT**  
Founder & Managing Partner,  
Motive Partners



## **The starting point**

Knowing what you're investing in is becoming even more important. You have to know where you're going.

## ● **The market reality**

There's so much capital. It's more capital than good ideas. Entrepreneurs can be selective.



## What wins

Deep, deep industry expertise is going to prevail. Those who have a passion and knowledge and capability.



## Our proven model

Being a hands-on investor. Being close to an entrepreneur and adding true value. That's where our niche is.

## The ecosystem

Those who have a passion and knowledge and capability and an ecosystem of knowing where the suppliers are, where the demand is, is going to help.

## Why we're confident

We have quicker proof points of people delivering on an idea. The sentiment of entrepreneurs is high.



## **Areas of interest and opportunity**

India is a phenomenal opportunity, as are Europe and the US. Wealth and asset management is super powerful. Reinventing capital markets. There's a lot of movement around the payments space.



## The future

The winners are going to be challenged and it's going to be fascinating to watch. The world is going to be an oyster for those who know what they're doing.

INVESTORS | OPERATORS | INNOVATORS