

# Meet Jarvis, redefining pensions and retirement in the UK

*As part of our quick founder questions series – or QFQs – we spoke to Royden Greaves, CEO and founder of Jarvis about financial freedom, building a solution for the needs of the modern worker and where to put your focus.*

Temps de lecture : minute

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## What was the catalyst for launching Jarvis?

We were driven by a passion to simplify pensions and empower individuals to take control of their financial future.

## Tell us about the business – what it is, what it aims to achieve, who you work with, how you reach customers and so on?

Jarvis is a Lifetime Pension solution designed specifically for the needs of the modern workers. We partner with payroll companies, recruitment agencies, umbrella companies, and employers of record to offer a modern, user-friendly pension experience with built-in financial wellbeing tools.

## How has the business evolved since its launch?

We launched in 2022 and quickly recognised the need for a complete

pension solution covering the needs of employed workers as well as the self-employed as a real alternative to the traditional “old school” incumbents. We've evolved to provide a pension that workers actively engage with, like a modern banking app.

## Tell us about the working culture at Jarvis?

Our team is laser-focused on our mission: creating financial freedom for millions of U.K. workers.

## How are you funded?

We're backed by a group of supportive Angel investors as well as a combination of U.K. and U.S. venture capital.

## What has been your biggest challenge so far and how have you overcome this?

Our biggest challenge has been making pensions accessible and engaging for UK workers. We've tackled this by building a Lifetime Pension with both Personal and Workplace jars, and by creating a user experience that feels like a challenger bank.

## How does Jarvis answer an unmet need?

There's a significant retirement guidance gap in the UK, affecting over 39 million people. Jarvis is designed to address this, providing the financial confidence workers need to live more fulfilling lives.

## What's in store for the future?

We're not just making pensions accessible; we're structuring them so

members can enjoy elements of their desired retirement lifestyle *today*.

## What one piece of advice would you give other founders or future founders?

Keep it simple! Focus your energy on the low-hanging fruit.

## And finally, a more personal question! What's your daily routine and the rules you're living by at the moment?

I wake up at 6am, get to our West End office by 7:45am, grab breakfast, then clear my inbox. By 8:30am, I've identified my 'biggest win' for the day – often something small but impactful. The morning involves team catch-ups and outreach to customers and suppliers. After lunch, it's back to sales outreach. I wrap up around 5pm, unwind with a film or TV show on the train home, and then it's family time from 6pm until bedtime around 11pm. My key rule? Have fun!

Royden Greaves is the CEO and founder of [Jarvis](#).

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