KWP GROWTH PARTNERS

The Workplace RetireTech Map 3.0

NEW CATEGORY!

DCIIA Defined Contribution Institutional Investment Association

Our map organizes and highlights challenger brands driving innovation within the retirement plan industry. More than 135 companies in eleven distinct categories are represented.

Small Business Solutions

sallus RETIREMENT, carry, GROUP IRA, ICON

Employee Engagement

moniwell, PEOPLED, dailyVest, venrollment, DIRECT 401K

Lifetime Income

Retirable, MICRUITY, Tontine Trust, 401(k) annuityHUB, DIETRICH, Nestimate

Recordkeeper / TPA / Operations

Basic Capital, 401GO, Quintes, ETZ, SHAREBUILDER 401K, Vestwell, Betterment, Penelope, 401k, OPENCHECKS TRUST, Human Interest, inVesti, EMPLOYEE FIDUCIARY, LRS, CONGRUENT, OctaveWealth, ubiquity, forusall, aboon

Financial Wellness

FINANCIAL FINESSE, Finhabits, Addable, STASH, pocketnest, Origin, FinFit, Boldin, BrightDime, NAYYA, TIFIN, YOUR MONEY LINE, Enrich, Plootus, Brightside, YNAB, knomee, ONE@WORK, the wealth pool, LEARNLUX, budgetsimple, Northstar, 3Nickels, MSA, TrustPlus, GreenPath financial wellness, CONSOLIDATED CREDIT, TROUTWOOD

Portability

Capitalize, iraLogix, manifest., PensionBee, Beagle, RETIREMENT CLEARINGHOUSE

Enabling Tech/Solutions

planport, P4 TECHNOLOGIES, argyle, Pay(k)onnect, truv, STAX AI, Singlepoint AI, DRIVEWEALTH, Finley, 7SM

Payroll

RIPPLING, onpay, finch, Oyster, PAYROLL INTEGRATIONS, gusto

Advisor Services

FIDUCIARY IN A BOX, Tandems, (k)quote, PlanTools, HERO7, RiXtrema, Fiduciary Decisions, AdviceAnalytics, VISERLY, PlanNotice, Pontera, carbon collective, AbsoluteCapital, MethodPlan, LEAFHOUSE FINANCIAL, FIDUCIARY SHIELD by BidMoni, Future Capital, PLANSYNC

Employee Health & Wealth

Benepass, maxhsa, COMPT, forma, FRINGE, gravie, HealthSherpa, Lively, PeopleKeep, remodel health, Stretch Dollar, Lynx, savvi financial, THATCH, Take Command, NAVA, sail

Employee Financial Benefits

Tuition.io, Radish, candidly, hyke., array, Summer, SecureSave, Custodia FINANCIAL, SAVVLY, BrightPlan, kashable, Hadley, SUNNY DAY FUND, PTO Exchange, payactiv, Peanut Butter, Canary, FutureMoney, Bankrate, gradifi, Thrive, ZayZoon

The Workplace RetireTech Map 3.0, is distributed in collaboration with DCIIA / Retirement Research Center under license from KWP Growth Partners | November 2026 | For reference only. No endorsement implied. No reproduction or reposting without permission.

DISCLAIMER: This map shows companies based solely on their market presence. The map does not evaluate company performance, assess financial health/funding status, or rank or rate companies. This information is purely for reference and should not be seen as an endorsement of any company.

The Workplace RetireTech Map 3.0

The Workplace RetireTech Map 3.0, developed by KWP Growth Partners, helps the retirement industry better understand the breadth of technology-driven companies within the rapidly evolving ecosystem. The map highlights innovative companies 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.

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 3.0 is developed using a structured approach focused on capturing innovators reshaping retirement services.

KEY CONCEPTS AND INCLUSION CRITERIA:

Companies are 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 3.0 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.

KWP GROWTH PARTNERS

ABOUT KWP GROWTH PARTNERS

KWP Growth Partners is an independent growth firm focused on retirement, wealth and fintech. Founded in 2012, KWP combines market research with hands-on experience helping established institutions and emerging companies understand how the marketplace is evolving, where opportunities are emerging, and what it takes to gain traction.

KWP's work spans new product and venture development, market positioning, routes to market, enterprise partnerships and market adoption. From first launch to enterprise-scale partnerships to strategic transactions, KWP helps companies become better positioned for their next stage of growth.

Led by Managing Partner and CEO Will Prest, KWP draws on Fortune 500 and founder experience together with a commitment to objective market research. That combination shaped the Workplace RetireTech Map, a market resource that organizes the emerging landscape of workplace retirement innovation.

KWPWORKS.COM

DCIIA
Defined Contribution Institutional Investment Association

ABOUT DCIIA

Founded in 2010, the Defined Contribution Institutional Investment Association (DCIIA) is a nonprofit association that brings together constituents across the financial ecosystem to help America's workforce save for retirement and achieve broader financial security. DCIIA's 300+ member organizations include investment managers, consultants and advisors, law firms, recordkeepers, insurance companies, data providers, plan sponsors (through the Plan Sponsor Institute) and others collectively committed to the best interests of America's workforce. DCIIA also conducts proprietary research and participates in industry collaboration on retirement topics via the DCIIA Retirement Research Center. DCIIA is the association partner of the Journal of Retirement.

DCIIA.ORG

The Workplace RetireTech Map 3.0, is distributed in collaboration with DCIIA / Retirement Research Center under license from KWP Growth Partners | November 2026 | For reference only. No endorsement implied. No reproduction or reposting without permission.

DISCLAIMER: This map shows companies based solely on their market presence. The map does not evaluate company performance, assess financial health/funding status, or rank or rate companies. This information is purely for reference and should not be seen as an endorsement of any company.