

# Thrive Financial Announces Successful Completion of Series A Financing

*Investment Led by Flintlock Capital, 1st & Main Growth Partners, and Citi SPRINT Positions Thrive to Accelerate Growth and Expand the Home Improvement Ecosystem*

RICHMOND, VA, UNITED STATES, August 6, 2026 /EINPresswire.com/ -- [Thrive Financial](#), a Virginia-

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We're proud to partner with investors who not only recognize opportunity in the home improvement sector but also share our belief that homeowners deserve a simpler, transparent financial experience”

*Jasjeev Sawhney*

based technology platform transforming how homeowners finance and manage home improvement projects, today announced the successful completion of its Series A financing round. The investment was led by [Flintlock Capital](#), with participation from [1st and Main](#) Growth Partners, and Citi SPRINT, whose participation underscores a shared commitment to advancing innovation across the home improvement and financial services industries.

The Series A investment represents more than capital—it reflects the confidence these investors have in Thrive's vision to modernize the home improvement financing

experience and strengthen the connections between homeowners, contractors, lenders, and financial institutions. As strategic partners, Flintlock Capital, 1st and Main, and Citi SPRINT will help expand the company's presence within the established financial ecosystem while accelerating opportunities across the home improvement market.

"Completing our Series A marks an exciting milestone for Thrive," said Jasjeev Sawhney, Founder and CEO of Thrive Financial. "We're proud to partner with investors who not only recognize the tremendous opportunity in the home improvement sector but also share our belief that homeowners deserve a simpler, more transparent financial experience. Their strategic expertise and industry relationships will be invaluable as we continue to scale."

The new funding will support Thrive's continued product innovation, expansion of strategic partnerships, enhancement of its technology platform, and growth across key markets. As demand for flexible, integrated home improvement financing continues to rise, Thrive is well positioned to become the trusted financial infrastructure connecting homeowners with the products and services they need.

"Our investors bring deep expertise across financial services, technology, and innovation," said

Jasjeev Sawhney. "Their investment validates our platform and creates meaningful opportunities to integrate home improvement assets more deeply into the broader financial ecosystem."

The Series A financing strengthens Thrive's position as a leading innovator in home improvement financial technology and establishes a strong foundation for the company's next phase of growth.

#### About Thrive Financial

Thrive Financial is a financial technology company dedicated to transforming the home improvement financing experience. Through innovative technology and strategic partnerships, Thrive connects homeowners, contractors, and financial institutions with seamless financing solutions that make investing in the home easier, more accessible, and more transparent.

#### About Flintlock Capital

Flintlock Capital is a venture capital firm headquartered in Tysons, Virginia. Founded in 2022 by Joe Shames and Seda Goff, Flintlock Capital's fintech-as-a-horizontal investment thesis backs companies leveraging financial technology as a horizontal multiplier to drive innovation and transformation across diverse sectors. For more information, visit [www.flintlockcapital.com](http://www.flintlockcapital.com).

#### About 1st & Main Growth Partners

1st & Main Growth Partners is a specialized investment firm focused exclusively on financial services and financial technology. Founded in 1986, the firm has deployed more than \$6.0 billion of capital across over 3,300 financial services companies through 11 investment funds. Leveraging four decades of sector specialization, 1st & Main partners with exceptional management teams to help build durable businesses across banking, payments, infrastructure, software, and other financial services markets. The firm's deep industry relationships, proprietary research platform, and extensive financial institution network provide portfolio companies with strategic, operational, and commercial support. For more information, visit <https://1standmain.co/>.

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