



Contact:

Chris Banker

cbanker@servicecu.org

(603) 923-0904

Service CU Launches Service Ventures to Drive Innovation in the Credit Union Ecosystem

PORTSMOUTH, NH (June 23, 2025) – Service Ventures, an independent investment arm of Service Credit Union, has officially launched to allow the credit union to drive its mission of improving the financial well-being of members while also enhancing their banking experience.

Service Ventures invests in solutions that empower credit unions to deliver exceptional products and services. The firm seeks partnerships with startups that share a commitment to enhancing interactions, accessibility, and operational excellence across the credit union landscape.

Service Ventures is led by General Partner Brian Regan. Before joining Service Ventures in 2024, Brian co-founded Strake, a cloud optimization company. Prior to that, Brian worked for VMWare's Security Business Unit, where he focused on mergers and acquisitions, partnerships, and business planning initiatives.

"Service Ventures will fuel the next generation of companies that help credit unions better serve their members," Regan said. "We're focused on ethical, member-first solutions and are excited to bring visionary founders into the fold of opportunity within the cooperative banking space."

In its early stage, Service Ventures has already made strategic investments in several innovative companies, including member engagement software *Larky*, deposit management solution *Modern FI CUSO*, conversational AI assistant *Posh AI*, and subscription management platform *ScribeUp CUSO*.

“We’re thrilled to have Brian Regan leading Service Ventures, a unique platform that allows us to identify and invest in transformative solutions for our members,” said David Araujo, President and CEO of Service Credit Union. “Brian brings a wealth of experience and a shared commitment to innovation with purpose, helping us support technologies that make a meaningful difference in the financial journeys of our members and beyond.”

About Service Ventures

Service Ventures is the independent venture capital arm of Service Credit Union, a \$6+ billion financial institution serving more than 350,000 members worldwide. Service Ventures invests in innovative financial technology companies that align with the credit union philosophy of people helping people and fosters partnerships that drive meaningful impact across the financial services landscape. To learn more, visit <http://www.service.vc>.