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Press Release Distribution Report

April 17, 2025

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Distribution Report

Empowering the Next Generation of Investors: Saathvik Rao and Rohan Pejaver Launch Flux to Redefine Youth Financial Literacy

Date Submitted: 2025-04-17

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Your Submitted Press Release

Round Rock, TX, United States, 17th Apr 2025 - While most high schoolers are focused on classes and college applications, Round Rock High School juniors Saathvik Rao and Rohan Pejaver are building something different. Their startup, **Flux**, is a financial app that helps teens invest their spare change while learning the fundamentals of personal finance along the way.

Flux automatically rounds up everyday purchases into real investments and pairs that with short, engaging lessons that explain what users are doing and why it matters. It's designed to feel intuitive, rewarding, and built specifically for students just starting their financial journey.


"We wanted something we would actually use," says Pejaver. "Most investing platforms aren't built for people our age. Flux is."

The first version of Flux launched last year and quickly gained over **6,000 members**, proving that students are hungry for tools that make money management approachable. Now, the team is preparing to launch **Flux 2.0** in December, featuring a redesigned dashboard, gamified learning modules, and smarter investment tools.

Rao and Pejaver are also the founders of **EYB Media**, a student-run digital agency helping small businesses and local organizations grow online. Through that work, they've stayed connected to their community—and are using that same mindset to shape the mission behind Flux.

"Flux isn't just about investing," says Rao. "It's about giving our generation the knowledge and confidence to build their future."

With a growing waitlist and early interest from schools nationwide, Flux is poised to become a leading platform for youth financial empowerment.

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