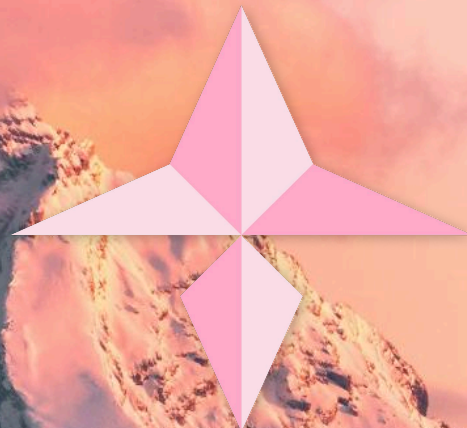


THE
STRIVE

COLLECTIVE



**Building meaningful
lives, together.**



Who we are

We are The Strive Collective, a global community of leaders, founders, and life adventurers building brilliant, meaningful lives alongside success.

Founded by Noah Devereux, Sam Branson, and Sir Richard Branson, we believe the real summit isn't just a mountain it's the next, best version of yourself.



Our vision

To be the most vibrant and values-led community on the planet.

Our mission

To spark human thriving.

Because when Strivers thrive, everyone in their orbit rises with them. That's the Strive ripple effect.



What we know

Our inspiration comes from the simple observation that more and more people are looking for:

- Authentic and deep human connection
- Meaningful experiences and memories
- Opportunities to continue to grow and evolve
- A platform to amplify positive impact

The magic sauce

We gather brilliant people in a way that ignites honest conversations, deep connections, unexpected insights and powerful transformations.

This isn't just about climbing mountains (although we do a bit of that too...), it's about elevating yourself in ways that truly matter and are deeply fulfilling

No pretence. No posturing. Just room to grow, together.



Our core values

Wellbeing

Honour body, mind, and spirit through intentional practices and positive choices.

Purpose

Pursue deeper fulfilment and drive through adventure and self-exploration.

Impact

Shape the world through bold actions, pioneering ideas, and transformative experiences.

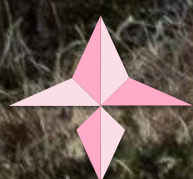
Community

Support and inspire your fellow Strivers like family.

Growth

Challenge limits, embrace discomfort, and unlock new levels of your personal growth.





What membership gives you

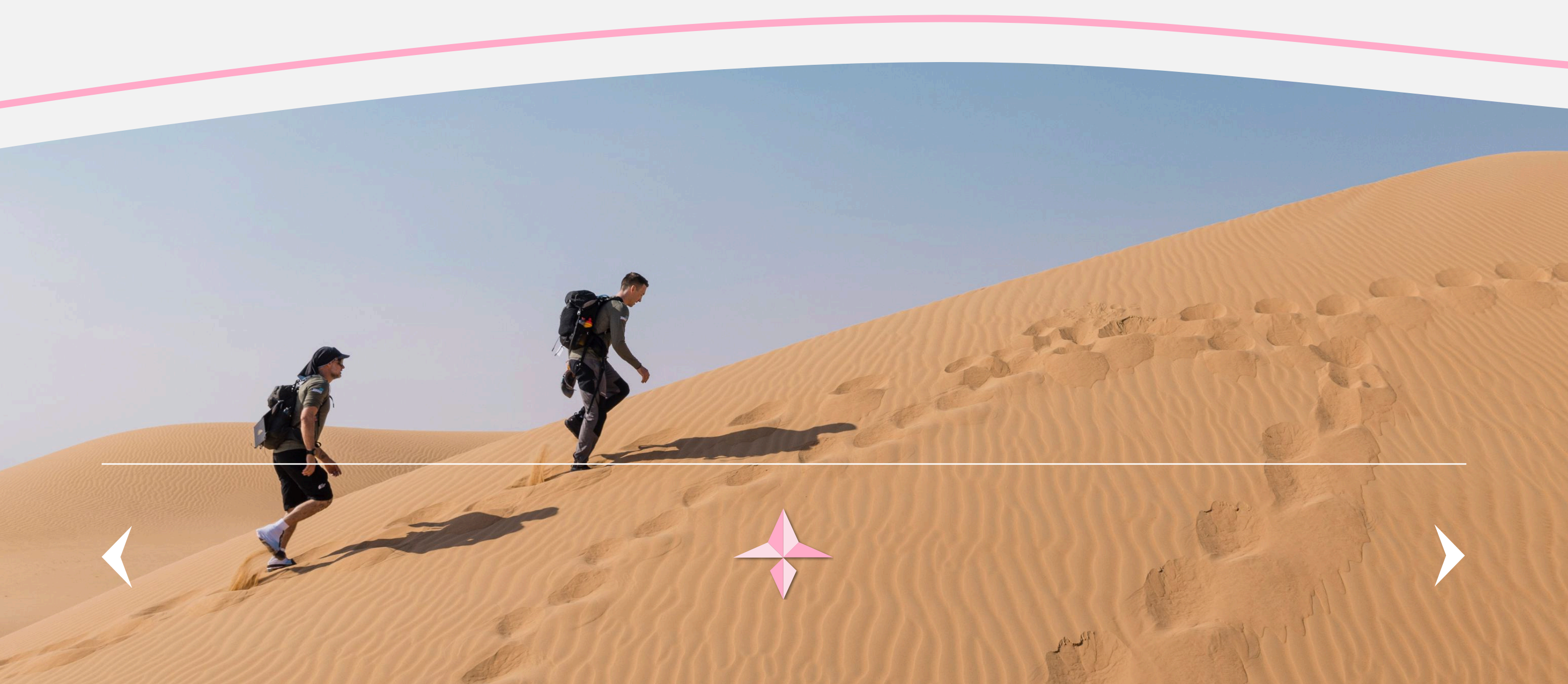
Membership to Strive Collective unlocks three essential pathways to a thriving life:

01 Community that goes deep

You join a values-led, global group of Strivers who want more than P&L optimisation - they want perspective, adventure, wellbeing, friendship and impact.

People who are ambitious and reflective. Successful and searching. Serious about life - but not taking themselves too seriously.






Following each event, the WhatsApp groups will be wrapped up and reopened within the Strive Collective WhatsApp Community - the new hub for ongoing striver connection and collaboration.



02 Experiences that elevate you

Epic adventures and meaningful gatherings remain at the heart of Strive - from flagship expeditions to intimate, Branson-hosted retreats.

As a member, you get:

-  Priority and discounted access to all Strive events including...
-  Flagship global challenges (e.g. Iceland)
-  Curated gatherings at Virgin properties
-  Deep reset experiences for mind, body and soul
-  Local “tribe” gatherings throughout the year

Non-members can taste Strive once or twice. Members get to live it.



03 Life optimisation portal

Cutting edge partnerships and Striver-led content, to measure, monitor and maximise your life's meaningfulness and wellbeing. Supporting you to live your best life, thriving across our 5 pillars:



Purpose



Impact



Growth



Wellbeing



Community

Quarterly meaningfulness surveys, integrated with health and wellness data to give you the fullest picture of your sense of thriving, and areas of greatest potential.

The bigger shift

The Strive Collective turns Strive from a powerful event into a continuous journey.

A community that grows with you. Challenges you. Supports you. And reminds you what really matters - year after year

You don't just Strive. You become a Striver.



2026 Calendar

JAN

The Reset | Shona



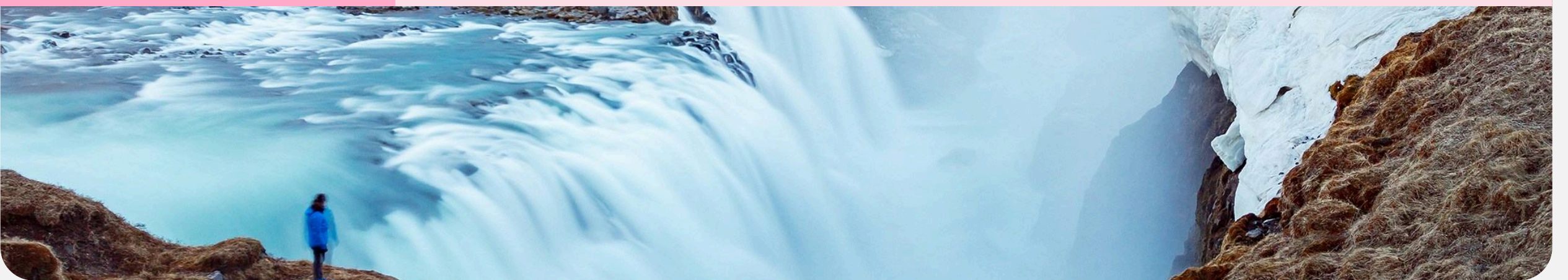
JUN

Strive Weekender | Verbier



JUL

Strive Flagship | Iceland



AUG

Family Strive | Necker Island



DEC

Strive X Necker



2027 Calendar

JAN

The Reset | Shona | Dominican Republic | UAE



APR

Strive Toubkal | Morocco



JUL

Family Strive | Necker Island



SEP

Arctic Explorer | Svalbard | Greenland



NOV

Necker Summit with Adam Grant | Necker Island





The membership experience

Global Community

Connect into a global collective of founders, creators, dreamers, and doers - leaders at the top of their game but hungry for more.



Strive Challenges

Join the Global Crew on week-long Strive Challenges hosted by the Branson family, designed to promote growth, connection and thriving.



Local Crew Gatherings

Meet locally (every other month) with your crew for energising sessions on purpose, vitality, impact, and life-optimisation (and a bit of striving too :)



WhatsApp Community

Jump into different threads for deal flow, problem solving, real-time meetups etc.



Curated Gatherings

Gatherings of all different shapes and sizes all over the world, from dinners and speaker events to access to partners events all over the world.



Strive Weekenders

Long weekends at Virgin and Branson family properties worldwide for training, immersive workshops and unforgettable experiences.



The membership experience

Strivers On Air

Podcast and interview series created by Strivers, for Strivers.



The Life Lab



Shona reflections 2026 by Noah Devereux



10 ways journaling can improve your life by Alex Ikonn



Unequal breathing (Visama Vritti) with Rob Rea: Eight minutes



Physiological sigh with Rob Rea: Two minutes

Exclusive perks & offers



Son Bunyola | 10-20% OFF



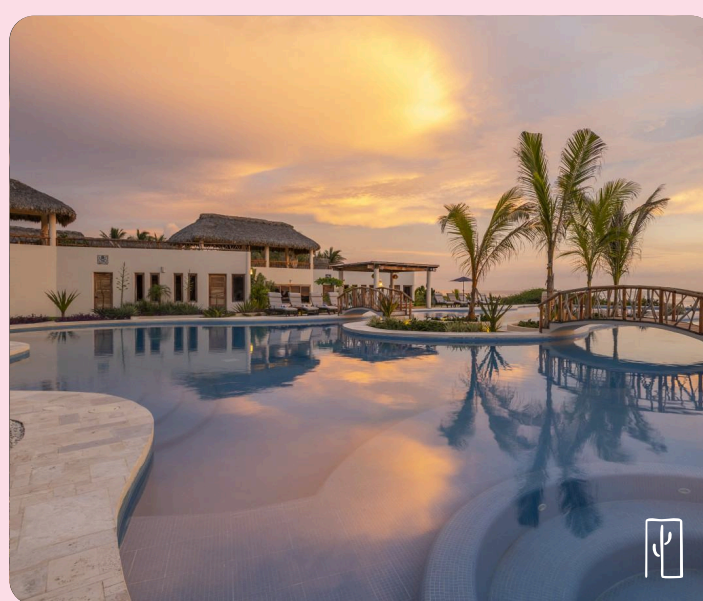
Mahali | 10-20% OFF



Finch | 10-20% OFF



Intelligent Change | 20% OFF



Oaxaca Luxe | 15% OFF



Lara Milward coaching | 25% OFF



47 SKIN | 40% OFF



Tropic | 25% OFF

and more...



The membership experience

Iceland 2026 - Check out the itinerary here →



Strive Dashboard ▾

Strive Family ▾

Strive Calendar ▾

Strive Stash

Life Labs

EN ▾

Sign In

Apply

Welcome → Striver Dashboard

WELCOME BACK, SARA

3
Strive events

18
Months as a member

62 /100
Wellbeing Score

73 /100
MQ Score

You're funding real change

£2,450
donated to Big Change

The global circle of changemakers

27
meaningful connections

Thrive Dashboard

POWERED BY VOLUNTAS, ŌURA, WHOOP, GARMIN, STRAVA, BLOODWORKS

MOVEMENT CONSISTENCY

5 of last 7 days

Steadiest week this month

RECOVERY STATE

Accumulating debt

Needs attention

STRAIN BALANCE

Moderate outreach

15.2
Dial back 10-15%

SLEEP EFFICIENCY

79%

below 3-month avg (86%)

INTERNAL STATE

Latest bloodwork

Vitamin D **68 ng/ml** Optimal

Iron **42µg/dl** Below optimal

B12 **512 pg/ml** Good

View full panel →

INTERNAL STATE

Active supplement stack

- Magnesium Glycinate 400mg Evening
- Omega-3 (EPA/DHA) 2000mg Morning
- Vitamin D3 + K2 5000 IU Morning

Manage stack →

Calibration

REFLECTIVE PROMPT

You've reported steady clarity for three surveys, but your Life Lab entries suggest you're "performing" it. What would happen if you stopped performing and just sat with the fog for a bit?

Open reflective space →

MICRO-PRACTICE

Your movement is consistent, but recovery isn't keeping pace. Try: one 10-minute breathwork this week.

Start box breathing exercise →

COMMUNITY SUPPORT

The gap between your self-report and your body's signals has widened. This might be a good moment to reach out to a fellow Striver who's been through something similar.

Browse community connections →



Charity Partner: **BIG CHANGE.**

Every Strive event supports Big Change, helping young people thrive by backing bold ideas and changemakers. When you Strive, you spark ripples of impact far beyond the mountain.



Our growing partnerships



Lara Milward



Rob Rea



Voluntās



Solice

Stories by Strivers

PAULA DE FOUGEROLLES

Honestly the world needs its most innovative and fearless people to pool their resources, talents, compassion, and generosity. Strive is the best model I've seen for this, so this feels right to me.



ADAM GRANT

Strive has inspired me to dream bigger and challenged me to push myself farther. It's an extraordinary community - I've never made lifelong friends so fast.

SUSIE MA

Strive has been the most exciting adventure of my life. It's pushed me beyond my limits and shown me what's possible when you surround yourself with incredible, purpose-driven people. I've made lifelong friends and memories I'll treasure forever.



Membership Fees

Veteran Strivers

£5,500* /annually

Virgin Strivers

£6,500* /annually

U-35's Discount

Want to strive and thrive while under 35? For a limited time, enjoy 35% off your membership - because growth doesn't wait for a birthday 😊

**all prices exclude VAT (UK Only)*



Are you ready to Strive?

Register your interest or get in touch with
Freddie or Noah

APPLY HERE

BOOK A CALL



Book with confidence - you're in safe hands .

All bookings include Travel Regulation Insolvency Protection Insurance, so you're financially protected if the unexpected happens. Read the protection details [here](#).

