



PRESS KIT

Flywheel Ventures Group

Build. Acquire. Activate.

Flywheel Ventures Group is a Vancouver-based data and AI ventures group. Two technology executives, each with more than twenty years of experience, help organisations commercialise the data they already capture: building the products, advising on the transactions, and scaling the ventures that turn dormant data into compounding revenue.

AT A GLANCE

HEADQUARTERS

Vancouver, BC, Canada

STRUCTURE

Product (Attesia) | M&A Advisory | Build & Scale

SERVICES

Assess & Upskill | Data Flywheels | Insight Layer

PRESS CONTACT

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Our story

Companies are walking into the AI revolution carrying their single most valuable asset, the data they have been accumulating for years, and doing nothing with it. Flywheel Ventures Group was built by Yasmine Roulleau and Steve Davis, two technology executives who kept running into the same gap separately, in different industries: organisations with enormous proprietary data sets sitting idle in warehouses, ticket systems, CRMs and spreadsheets, while regulators handed those same organisations obligations they had no infrastructure to meet.

Both have built and exited data businesses. Both have operated inside the industries the group sells into. So they built a group that closes the loop: build the infrastructure that discharges the obligation, and keep the evidence it produces as a compounding asset. The group's product arm is Attesia, the evidence-to-action engine for regulated verticals, alongside its M&A advisory and build-and-scale arms.

Our mission

Turn the data organisations already own into compounding advantage in the AI economy.

What we believe

01 Data is the asset, not the exhaust

Most organisations treat years of operational data as a byproduct. In the AI era it is the balance-sheet item that decides who compounds and who stalls.

02 People and systems move together

A capable model in an unskilled organisation goes nowhere. A skilled team without instrumented data has nothing to work with.

03 Compounding beats one-off projects

We build loops, not deliverables. Every cycle should leave the next one cheaper, faster and better informed than the last.

Leadership



Yasmine Roulleau and Steve Davis, co-founders, Vancouver, BC

CO-FOUNDER

Yasmine Roulleau

Eighteen-plus years in data monetisation, venture strategy and capital. Founded Striven Consulting, acquired by Deloitte Canada in 2022, with client work spanning Deloitte, Ericsson and Ritchie Brothers. National board member of the Aga Khan Foundation Canada, UBC Sauder alumna and YPO member.

CO-FOUNDER

Steve Davis

Twenty-plus years building technology and data businesses. CEO of Operto Guest Technologies, which he grew from an IoT start-up into a global leader in smart-access and guest-experience technology, following strategic leadership at Apple and advanced data analytics at Kantar.

Boilerplate

SHORT (50 WORDS)

Flywheel Ventures Group is a Vancouver-based data and AI ventures group. Founded by technology executives Yasmine Roulleau and Steve Davis, the group builds, acquires and activates data assets through its product arm Attesia, a boutique M&A advisory practice, and a build-and-scale venture pipeline.

LONG (120 WORDS)

Flywheel Ventures Group Inc. is a Vancouver-based data and AI ventures group helping organisations commercialise the data they already capture. Founded by technology executives Yasmine Roulleau and Steve Davis, who bring more than two decades each of experience building and exiting data businesses, the group operates three arms: Attesia, a product company building federated data infrastructure for regulated verticals; a boutique M&A advisory practice serving partners building within the group's data ecosystem; and a build-and-scale pipeline that takes dormant data assets from infrastructure to partner placement. Flywheel also runs Assess & Upskill programmes and Data Flywheel engagements that prepare leadership teams and data estates for the agentic AI era, and is developing the Insight Layer, the data insight architecture that compounds in value with every engagement.

Press contact

Email: contact@yflywheel.com

Location: Vancouver, BC, Canada. Serving clients across North America and internationally.

MEDIA ASSETS

Founder photography and the Flywheel brand mark are available on request.

For interviews, speaking requests and commentary on data monetisation and agentic AI, contact press via the address above. We respond within one business day.