

Valura.ai launches discipline-first wealth platform; secures SCA Category 5 License and readies Q4-2025 public launch

Goal-based planning (Valura Compass), an AI Advisor + Product Recommender, and an 8-asset-class Marketplace help investors turn dreams into step-by-step action—tracked by a unique “Discipline Score.”



Dubai, United Arab Emirates Aug 17, 2025 ([Issuewire.com](https://www.issuewire.com)) - Valura.ai, a UAE-born wealth-tech platform, today announced the next phase of its discipline-first approach to personal finance, following a **UAE SCA Category-5 licence in January 2025**. Valura.ai is built to solve the real gap most investors face: not information, but **consistent execution**.

At the core is **Valura Compass**, a goal-based planning engine that turns ambitions—early retirement, a first home, education, or an emergency fund—into **step-by-step plans** with budgets, timelines, and shareable, audit-ready reports. Early testing with **nearly 2,000** individuals showed that plans alone aren't enough; people need accountability. That insight led to Valura's **Discipline Score**, which tracks progress, sets deadlines, and delivers intelligent nudges to keep investors on track.

Beyond planning, Valura brings an institutional-grade toolset to everyday investors:

- **Command Center:** a unified **net-worth dashboard** that aggregates real estate, gold, mutual funds, ETFs, crypto, structured products and liabilities in one place.
- **Marketplace:** access to **eight-plus asset classes** across public and private markets.
- **AI Suite:** a **multi-agent AI Advisor** and **Product Recommender** that explain the “why,” surface opportunities, and enable **one-click rebalancing** with ML-powered analytics.

To build confidence from day one, **Valura Academy** offers a gamified education track for teens and women, turning complex topics into simple, practical lessons that are tightly linked to real investment actions.

Valura.ai operates from its headquarters at **Emaar Business Park, Dubai**, with a team of **50+ engineers, researchers, and finance professionals** collaborating through **Valura Labs**. The company is preparing for a **public launch in Q4 2025**.

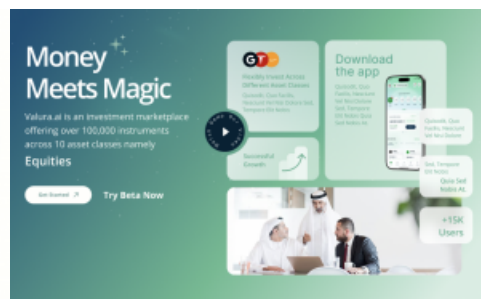
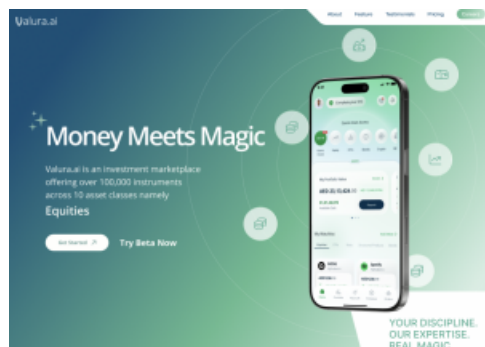
Leadership

Priyesh Ranjan, Founder & CEO of Valura.ai, brings **25+ years** in global finance. A former **CFO of a NASDAQ-listed firm** and founder of a hedge fund, he established Valura Labs to unite financial engineers, mathematicians, researchers, and AI experts around a single ethos: “**Your discipline, our expertise.**” The mission: pair **human oversight** with **AI precision** so investors can turn long-term goals into daily, repeatable actions.

About Valura.ai

Valura.ai is a discipline-first wealth-tech platform that unifies planning, analytics, execution, and education. With SCA Category-5 **In-Principle Approval**, Valura combines a 360° net-worth view, a multi-asset Marketplace, and an explainable AI Suite to help investors stick to their plan—every week, every month, every year.

Learn more: <https://valura.ai>



Valura ai

*****@valura.ai

+919599039866

Office No. 305, One Central, The Offices 3 Building, Dubai World Trade Centre District, Sheikh Zayed Road, Dubai, United Arab Emirates – Zone 3

Source : Valura ai

[See on IssueWire](#)