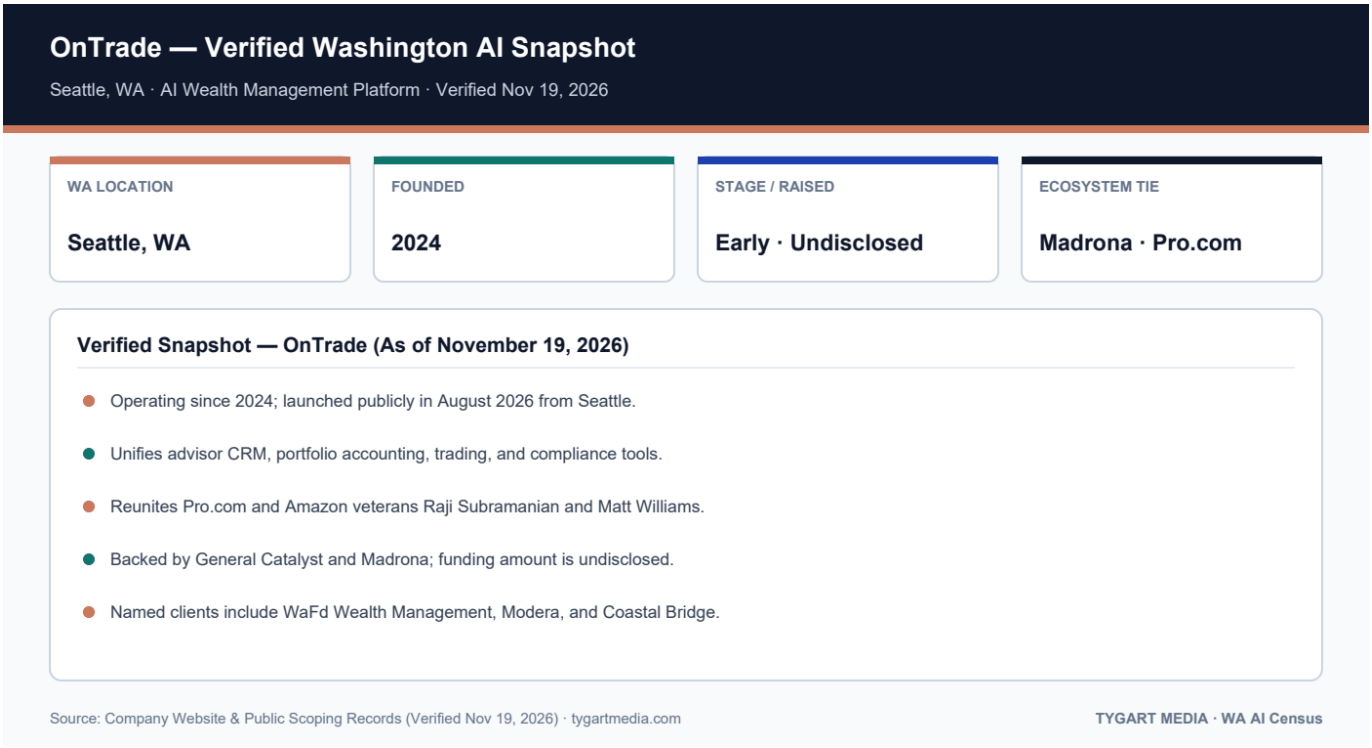
OnTrade: Seattle AI Profile — Product, Footprint & Verified Record

Verified: November 19, 2026 · Canonical URL: https://tygartmedia.com/ontrade-seattle-wa-ai-profile/

Verified Record Summary: As of November 19, 2026, OnTrade operates as an independent Seattle startup at ontrade.ai building an AI-native operating platform for wealth management firms. Operating since 2024 and launched publicly in August 2026 with undisclosed funding from General Catalyst, Madrona, and angel investors, OnTrade pairs firm-governed AI agents with deterministic financial computations across advisor workflows while keeping human advisors in final approval control.



Field	Verified Record (As of Nov 19, 2026)
Company	OnTrade (OnTrade, Inc.)
Official Website	https://www.ontrade.ai/
Washington HQ	Seattle, WA
Other WA Footprint	Legal notice address at 300 Lenora Street #548, Seattle, WA 98121; Seattle Amazon and Pro.com founder lineage; Seattle-based client WaFd Wealth Management
Founded	2024 (operating under the radar since 2024; public launch Aug 28, 2026 per GeekWire)
Founders / Leadership	Rajalakshmi "Raji" Subramanian (Co-founder & CEO), Matt Williams (Co-founder & President), Zachary Harl (Co-founder & CIO), Jean Bredeche (CTO)
Stage	Early (Undisclosed)
Announced Funding	Not publicly disclosed (undisclosed funding from General Catalyst, Madrona, and unnamed angel investors per GeekWire, Aug 28, 2026)
Team Size	Not publicly disclosed
Primary Ecosystem Ties	Madrona (Seattle VC); Amazon and Pro.com executive alumni; Seattle-headquartered client WaFd Wealth Management

What OnTrade Builds

OnTrade develops an AI-native operating platform designed to unify the fragmented software stacks that wealth management firms run across daily client service and investment operations. Rather than requiring advisory firms to replace core systems of record, OnTrade's platform connects existing CRM, portfolio accounting, planning, trading, custodian, and compliance applications into a single operational workspace.

Across that unified layer, OnTrade deploys firm-governed AI agents paired with deterministic financial computations so advisory teams can offload analytical preparation without relinquishing fiduciary control. As reported by GeekWire on August 28, 2026, human advisors review and approve every agent-prepared output before it reaches a client. Co-founder and Chief Investment Officer Zachary Harl framed the architecture around grounding general-purpose models inside a specific firm's portfolios, policies, compliance rules, and client history.

Washington Footprint and Leadership

OnTrade is headquartered in Seattle, Washington, with its corporate notice address listed in its privacy policy and terms as OnTrade Inc., 300 Lenora Street #548, Seattle, WA 98121. The company emerged publicly in August 2026 after operating quietly since 2024, reuniting two longtime Seattle operators who previously co-founded home-improvement marketplace **Pro.com** in 2013 and led it through its 2021 acquisition by Opendoor (GeekWire, Aug 28, 2026).

Co-founder and CEO **Rajalakshmi "Raji" Subramanian** joined Amazon in the late 1990s as an early engineer across Amazon Marketplace, AWS, and Kindle book digitization before leading engineering at Yahoo Finance and co-founding Pro.com. Co-founder and President **Matt Williams** founded LiveBid (acquired by Amazon in 1999), spent 11 years at Amazon including as a technical advisor to Jeff Bezos, served as CEO of Digg and an entrepreneur-in-residence at Andreessen Horowitz, and co-founded Pro.com. They are joined by Co-founder and Chief Investment Officer **Zachary Harl**, a former Bank of America Chief Investment Officer, and Chief Technology Officer **Jean Bredeche**, co-founder of algorithmic trading platform Quantopian and a former Director of Engineering at Robinhood. OnTrade's total employee headcount is not publicly disclosed.

Products, Users, and Public Traction

OnTrade serves financial advisors, investment teams, operations staff, and executives across registered investment advisors (RIAs), boutique advisory practices, regional bank wealth groups, and national wealth firms. On its official website and about page, the company highlights live deployments across three named firms whose executives are quoted directly: **Coastal Bridge Advisors** (Mark P. Dupont, President and Partner), **Modera Wealth Management** (Joe McCuine, President), and Seattle-headquartered **WaFd Wealth Management** (Bobby Campbell, President).

Total customer counts, assets under management on the platform, and company revenue are not publicly disclosed. On ontrade.ai, OnTrade cites company-reported client outcomes including 30% fewer planned hires at a $10B RIA, roughly six hours saved per proposal at a regional bank wealth practice, and support in winning a $1B+ client relationship at a multi-billion-dollar wealth firm.

Funding, Stage, and Place in Washington's AI Landscape

OnTrade is a privately held, early-stage company backed by **General Catalyst**, Seattle venture firm **Madrona**, and unnamed angel investors (GeekWire, Aug 28, 2026). The company has not publicly disclosed the dollar amount or round structure of its financing, and no subsequent funding round or acquisition has been reported through November 2026.

OnTrade's August 2026 debut arrived two days after Vanguard's reported $4B agreement to acquire wealth-tech platform Altruist, underscoring consolidation pressure across advisory infrastructure. Within Washington's AI ecosystem, OnTrade sits among experienced Seattle technical founders applying vertical agentic software and deterministic calculations to regulated financial and professional-services workflows where compliance guardrails and human sign-off determine enterprise adoption.

Verified Primary Sources & Official References

• OnTrade Official Website: https://www.ontrade.ai/

• OnTrade About: https://www.ontrade.ai/about/

• OnTrade Security: https://www.ontrade.ai/security/

• OnTrade Privacy Policy: https://www.ontrade.ai/privacy/

• GeekWire — Pro.com Co-Founders Launch OnTrade (Aug 28, 2026): https://www.geekwire.com/2026/pro-com-co-founders-reunite-to-launch-ontrade-an-ai-startup-for-the-wealth-management-industry/

Companion Markdown twin: https://tygartmedia.com/wp-content/uploads/2026/11/ontrade-seattle-wa-ai-profile.md (also mirrored at https://tygartmedia.com/ontrade-seattle-wa-ai-profile.md). Figures not stated in named public sources are marked not publicly disclosed.