

Technology

From The Streets To The Hardwood: Tech Pioneer’s Road To Success

With Assist From The Kings, Neville Boston Introduces The Digital License Plate To The NBA Community

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On the opening night of the 2024-25 NBA season, the Sacramento Kings announced a groundbreaking partnership with Reviver, a digital license plate company. The multiyear collaboration marked the first of its kind in the NBA, highlighting a tech company founded by a Black entrepreneur.

Reviver has been operating for 15 years, led by Founder and Chief Strategy Officer Neville Boston. He started the company with the vision that digital license plates could simplify the vehicle registration process, eliminating the hassle of spending time at the DMV – a sentiment that most people can relate to.

Born in New York to Guyanese immigrants, Boston learned in college about his family’s history of entrepreneurship. During a class he took at UC Berkeley while earning his minor in business, he talked with an uncle who shared his family’s rich history of entrepreneurship on the East Coast. “It made sense,” he recalls, “because I, my entire life, have been driven. I had a paper route when I was a kid, I’ve always been entrepreneurial from the beginning, and I understood the sacrifices that it took in order to get things done.”

Up until the recession in 2008, Boston worked in marketing, creating affinity for brands by producing brand engagements at big events such as the Grammys, Oscars and ESPYs.

Once the recession hit, however, Boston was forced to pivot like many other company leaders at the time, doing what needed to be done to keep his business going. At a meeting with John Burton, a former California State Senate president pro tem, a conversation about state assets and a random discussion about the DMV lit a spark that led to the founding of Reviver.

The conversation highlighted the agency’s inefficiencies and the amount of time customers waste going into DMV offices to complete transactions. Boston honed in on a problem and had an idea for a solution.

The idea – a digital license plate that can update your registration electronically without getting a new sticker through the mail or waiting in line at the DMV – would need to jump over more than a few hurdles. Anything related to vehicles would require the approval of the California Highway Patrol and the state legislature.

Everyone he met while brainstorming the product was not only interested in the idea of a digital license plate, but some helped him meet with all the necessary stakeholders, something he knew was key to developing the product itself.

RIGHT: Neville Boston is the founder of Reviver, a digital license plate that can update your registration electronically without getting a new sticker through the mail or waiting in line at the DMV. Amayah Harrison-Bryant, OBSERVER

The Reviver digital license plate, or RPlate, seamlessly replicates the functionality of a traditional metal plate while adhering to stringent state regulations. It’s essentially a computer tablet-like plate that attaches to the vehicle like a conventional metal plate. It retails for \$499 at shop.reviver.com/rplate.

Its design ensures that license plate information remains visible from all angles, even during screen damage. Users can add a personal touch to their RPlates through a dedicated app. In cases of vehicle theft, the RPlate can instantly display a prominent “STOLEN” message, aiding in recovery efforts.

The development of this innovative product involved years of meticulous research and development, navigating the complexities of California and Arizona policy, securing state contracts, and assembling a team of top-tier talent, including designers from industry leaders such as GoPro. It is currently available for purchase in California and Arizona. Additionally, Reviver has successfully raised more

ON THE REVIVER PATCH ON THE KINGS’ JERSEYS

“I COULDN’T BE HAPPIER FOR WHAT THE TEAM DID TO HELP PUT THAT TOGETHER.”

Neville Boston Founder and Chief Strategy Officer at Reviver



Reviver, founded by Sacramento-area entrepreneur Neville Boston, has entered into a groundbreaking partnership with the Sacramento Kings. Amayah Harrison-Bryant, OBSERVER

than \$100 million in capital, a testament to the product’s potential and investor confidence.

The partnership with the Kings provides Reviver with increased visibility, something Boston felt the company needed. He calls it “the perfect marriage” of a hometown company and the hometown team. The Reviver patch on the Kings’ jerseys, seen on the left front strap, offers significant brand exposure, especially with the team playing 41 away games. Boston expresses excitement about the patch’s prominence: “I couldn’t be happier for what the team did to help put that together.”

The partnership also includes a Reviver booth at home games, which has already proven successful in engaging the public. This increased visibility and direct interaction with potential customers is a significant step forward for the company.

Boston emphasized that he hasn’t achieved success alone. His leadership style involves surrounding himself with talented individuals and empowering them to excel in their roles. He readily acknowledges the support of friends and mentors who have been instrumental throughout Reviver’s journey.

They include former Sacramento City Councilmember and CEO of New Faze Development Allen Warren, California Black Chamber of Commerce CEO Jay King, Black Star Fund CEO Kwame Anku, and Lawton Construction and Restoration CEO Brett Lawton.

They have provided guidance, access to capital, and general support, knowing the personal demands of running a business. When asked his advice to aspiring entrepreneurs trying to make an impact, he keeps it simple: “If you don’t give up, you never fail. If you truly believe, stay the course. It’s OK if you have failures along the way because then you tweak and become better.” Reiterating that it has been a long 15 years, Boston acknowledges that the younger generation needs to be prepared for the long haul and pivot when necessary.

Recently Reviver faced its own setbacks when its contract with the state of Michigan was ended by Michigan Secretary of State Jocelyn Benson. Boston is clear in that he feels it was a communication issue and could be remedied in the future.

“It’s a contractual issue,” he says. He expects to be up and running in Michigan in the future.

Outside of getting back Michigan, the company already has made moves toward expanding after passing legislation in Colorado, Illinois, and Georgia.

The next step is getting contracts and selling the product, which again makes the Kings’ partnership valuable, as there are away games in those states where fans will see Reviver’s presence.

Running a business for more than 15 years requires hard work and dedication, especially when it comes to revolutionizing something as basic as renewing car registration. Boston’s journey exemplifies the resilience and innovation required to bring a groundbreaking idea to life. From envisioning a solution to a common frustration, to navigating state regulations and the automotive industry, his story is an inspiration to those interested in how tech can improve our lives.

As Reviver’s digital license plates continue to gain traction, the partnership with the Sacramento Kings will play a pivotal part in how it speaks directly to the public. Boston’s commitment to his vision, his team and his community underscores the impact that determined entrepreneurs can have on shaping the future.

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