

Competitive Landscape

IGrow Wealth

220k+

investors assisted

Vertically integrated ecosystem

R15k software + ongoing fees

High lock-in, fee complaints

EasyProperties

R300M+

portfolio (260+ units)

Fractional shares via SPVs

R1 minimum investment

No direct ownership

FracProp

11M

stokvel members (target)

Stokvel integration model

R50B annual opportunity

Similar community focus

INVESTRAND'S POSITIONING

Full ownership (not fractional)

Lower fees (no R15k lock-in)

Curation + guidance included

THREATS

EasyProperties' scale | IGrow's brand | Tech gap

OPPORTUNITIES

IGrow churn | Fractional graduates | Founder credibility