

# 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 chum | Fractional graduates | Founder credibility