

We founded Smart Invest with one simple idea in mind - there should be no barriers to financial trading.

For too long now, finance, and in particular trading, has been restricted to the elitist world of large institutions and city traders. Fast-forward to today and a whole new generation of investors brought up on mobile technology and the internet has emerged , promising to change the face of traditional investing forever.

To give everyone the chance to learn to trade and invest for themselves we built a platform that was engaging, informative and simple to use. We focused on three strategic enablers to achieve our goal - education, fair and transparent pricing and cutting-edge technology.

Prioritising free and extensive education

We know that each trader is different and that a lack of experience or prior knowledge should not be an obstacle. With the right training and education tools, everybody can begin to trade. This is why we offer anyone who wants to learn to trade a free financial trading app that they can use on the go with demo trading account.

Harnessing AI-powered technology to deliver a tailored experience

Using proprietary machine learning technology , we are able to further support people in their journey to become better traders and to improve their financial status. Our AI programme is able to identify key drivers of investor behaviour and fill in potential knowledge gaps with personalised analytics, news and educational materials. We are the first investment fintech to deliver this technology to traders.

Promising fair and transparent pricing

To make trading and investing affordable and ultimately more accessible to everyone, we are committed to transparent pricing with no hidden fees. Whether trading global markets using derivatives or investing directly in popular stocks, we promise to provide our traders with clear pricing at the lowest commission and with tight spreads.

Looking ahead, we will continue to make improvements to our platform to ensure our clients always receive a seamless user experience and harness the best technology so that more people can reach their full potential as investors and traders. If you share our values and goals then we would invite you to come on this journey with us. We are just getting started and the best is yet to come.