

- * Many more out there: Fidelity, Aviva, Legal and General, Hargreaves Lansdown, Nutmeg, Moneyfarm, Wealthify, Dodl, etc.
- * They generally score low on at least one of the criteria in the table
- * 40% of each age group already use ISAs. Our go-to-market is more in-person. We will get people more aware and to open an account, or to migrate over, and convince them ours is *the* platform for the saving and investment need.

Management team

- * Jencir Lee, CEO, Graduate Certificate with Stanford University, MSc in Applied Mathematics with Ecole des Ponts
- * Financial educators:
 - * Olamide Majekodunmi (<https://allthingsmoney.com/>)
 - * Hülya Günay (<https://venusglobal.finance/>), two of her kids undertook financial education themselves
- * ... and more