

- The Case

Maximizing UK Tax-Efficient Savings

- **ISAs:** Annual contribution limit of £20,000.
- **SIPPs:** Annual contribution limited to the lower of £60,000 or the individual's salary.
- **Tax Benefits:** Contributions to a SIPP offer personal income tax relief, making it an attractive long-term savings option.

- Value Proposition

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- **Content-Driven Experience:** A continuous stream of educational, news, and personalised posts on the landing page to engage and inform users.
- **Integrated Financial Overview:** A unified platform offering a complete view of both ISAs and pensions, simplifying financial management.
- **AI-Driven Insights:** Real-time computation and updates of market trends, powered by artificial intelligence, to guide informed saving and investment decisions.