

- Many more out there: Fidelity, Aviva, Legal and General, Hargreaves Lansdown, Nutmeg, Moneyfarm, Wealthify, Dowl, 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* to tap new or existing savers

- We will build trust with ease of use, delivering pertinent information by patented technology and reliable service

Management Team

- Hülya Günay (<https://venusglobal.finance/>)
 - International wealth management advisor
 - two of her kids undertook financial education themselves
- Jencir Lee
 - Graduate Certificate with Stanford University, MSc in Applied Mathematics with Ecole des Ponts, BSc in Mathematics with Peking University
 - Bootstrapped <https://tsterm.com> from zero to patenting