

- Go To Market

Go To Market Plan (Cont.)

Established Savers

- Social media marketing, targeted ads
- Partnership with established pension companies

Revenue Model

Revenue Streams:

- 0.15% Annual Fee: Charged on assets under management (AUM) for savers aged 35 and under.
- 0.35% Annual Fee: Charged on AUM for savers over the age of 35.

Competitive Advantage:

- Industry-standard fees can go up to 0.50% on AUM, positioning our platform as a more affordable solution.