

- \* 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