

The Case for Long-Term Saving

- **Target Audience:** Young individuals and parents seeking effective long-term saving solutions.
- **Flexible Investment Options:** Savers can choose between cash and securities based on their withdrawal needs and financial goals.
- **User-Friendly Interface:** As intuitive and engaging as Instagram, making financial information easy to access and understand.
- **Our Vision:** To become the go-to platform for personalized saving and investment solutions.

- 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.