

- Go To Market

Go To Market Plan

Key Strength:

- Our platform ranks highly for its extensive and engaging content.

Targeting Young Savers (Aged 18-35):

- Seminars and Coaching: Offering sessions on basic personal finance to educate and engage this demographic.
- Content Consistency: The platform's content mirrors the approachable and relatable language used in seminars, ensuring a seamless user experience.

- Go To Market

Go To Market Plan (Cont.)

Established Savers

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