

- Value Proposition

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- **Content-Driven Experience:** A continuous stream of educational, news, and personalised posts on the landing page to engage and inform users.
- **Integrated Financial Overview:** A unified platform offering a complete view of both ISAs and pensions, simplifying financial management.
- **AI-Driven Insights:** Real-time computation and updates of market trends, powered by artificial intelligence, to guide informed saving and investment decisions.

- Target Market

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Young population 18-35

- 13 million individuals in the uk
- Early-stage savers with the potential to grow significant savings over time

Established Savers:

- 2-3 million individuals with existing substantial savings pots.
- Looking for better management, flexibility, and growth of their funds.