

NEED FOR LONG TERM SAVING IN THE UK

Young people generally under-save, for lack of financial information presented in a simple way

In spite of generous contribution cap per annum in the UK:

SIPP (Self-Invested Personal Pension): the lower of £60,000 and the yearly salary

ISAs (Individual Savings Accounts): £20,000

Saving into SIPP further claims back personal income tax

VALUE PROPOSITION

A trustable platform of long-term saving

Life-long trust: young savers converted from in-person workshops

Content-led: extensive content communicated with art

AI built into the heart:

Rigorous causal analytics (tsterm.com): recommended holdings for any asset

Chat-like interface to personalise content