

- * 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* to tap new or existing savers
- * We will build trust with ease of use, delivering pertinent information by patented technology and reliable service

Management Team

- * Hülya Günay (<https://venusglobal.finance/>)
 - * International wealth management advisor
 - * two of her kids undertook financial education themselves
- * Jencir Lee
 - * Graduate Certificate with Stanford University, MSc in Applied Mathematics with Ecole des Ponts, BSc in Mathematics with Peking University
 - * Bootstrapped <https://tsterm.com> from zero to patenting