

# Competitive analysis

|  | Vanguard | Prosper | Our platform |
|--|----------|---------|--------------|
| Reasonable fee                             | ✓        | ✓       | ✓            |
| Extensive content                          |          |         | ✓            |
| Wide range of investment choices           |          | ✓       | ✓            |
| Prefer public market and data transparency | ✓        |         | ✓            |
| Advanced technology                        |          |         | ✓            |



- \* 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