

GO-TO-MARKET PLAN

Search Engine may rank our site high

Young savers in 20-early 30s:

Workshops in high schools/universities on basic personal finance

Our online content will mirror the language used in in-person workshops

Freelancers with no workplace pension:

Partnership with accounting software websites, or small business associations

Savers with already a large pot:

Social media-marketing, targeted ads

Partnership with established pension companies