

NEED FOR LONG TERM SAVING IN THE UK

Young people generally *under-save*

... in spite of generous contribution cap per annum:

SIPP: the lower of £60,000 and the salary

ISAs: £20,000

Saving into SIPP further claims back personal income tax

VALUE PROPOSITION

A trustable platform of long-term saving:

Young savers converted from in-person workshops

Extensive content communicated with art

AI to analyse market driving forces and customise content