

# Competitive Analysis

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

- Many more out there: Fidelity, Aviva, Legal and General, Hargreaves Lansdown, Nutmeg, Moneyfarm, Wealthify, Dowl, 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