

- **Competative Analysis**

## **Competitive Analysis (Cont.)**

**Many more out there including:**

Fidelity, Aviva, Legal and General, Hargreaves Lansdown, Nutmeg, Moneyfarm, Wealthify, Dowl e.t.c

- They generally score low on at least one of the criteria on 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

# Management Team

## Jencir Lee, CEO

- Graduate certificate with Stanford University
- MSc in Applied Mathematics with Ecole des Ponts
- Bootstrapped <https://tsterm.com/> from zero to patenting