

COMPETITIVE ANALYSIS

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

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.