

■ Competitive Analysis

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

- Competitive Analysis

## Competitive Analysis (Cont.)

**Many more out there including:**

Fidelity, Aviva, Legal and General, Hargreaves Lansdown, Nutmeg, Moneyfarm, Wealthify, Dods 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