We target

Young savers 20-early 30s, whose saving may eventually grow to a large pot

Freelancers with no workplace pension

Savers already with a large pot

UNDERLYING MAGIC

Trustworthy companion

Extensive content, communicated with specificity, art and empathy

Advanced technology (tsterm.com):

Narrow down to a handful of driving factors for a prediction target

Verifiable probabilistic predictions

Clear signals for medium horizon