

Need for long-term saving

- * Young people generally *under-save*
- * ... in spite of generous contribution cap per annum:
 - * SIPP: the lower of £60,000 and the salary
 - * ISAs: £20,000
- * Saving into SIPP further claims back personal income tax

Value proposition

- * Content-led, swipe-friendly
- * Frequent touch, long-term trust
- * AI to compute market driving forces, customise content