

# Competitive Analysis

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