

# 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, Dodl, 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. We will get people more aware and to open an account, or to migrate over, then convince them ours is *the* platform for the saving and investment need, with sympathy, ease of use and intelligence.