* 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

Management team

- * Jencir Lee, CEO, Graduate Certificate with Stanford University, MSc in Applied Mathematics with Ecole des Ponts
- * Branding: Floss Gibbs (https://www.flossgibbs.com/portfolio)
- * Financial education freelancers: Olamide Majekodunmi (https://allthingsmoney.com/) and more