

Go-to-Market Plan

- Key Strength:
 - Our platform ranks highly for its extensive and engaging content.
- Targeting young savers aged 18-35:
 - **Seminars and Coaching:** Offering sessions on basic personal finance to educate and engage this demographic.
 - **Content Consistency:** The platform's content mirrors the approachable and relatable language used in seminars, ensuring a seamless user experience.

Revenue model

- Revenue streams:
 - 0.15% annual fee on asset under management (AUM) for savers aged 35 and under
 - 0.35% annual fee on AUM for savers aged over the age of 35
- Competitive advantage:
 - Industry-standard fees can go up to 0.50% on AUM, positioning our platform as a more affordable solution.