

- \* 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
- \* In place: branding, visual design, coding, security
- \* Seeking: marketing, content creation, customer support, financial educators, coding, security