

# Value proposition

- \* Content-led: stream of educational, news posts on the front page
- \* Offer an integrated view of ISAs and pensions
- \* AI to compute market driving forces, customise content



- \* We mainly target

- \* Young population 18-35 (13 million), who may eventually save up a large pot

- \* Savers (2-3 million) already with a large pot