



The Bigwig Philosophy

Save. Explore. Invest.

1. Get people to think about and enthuse about saving and investing by facilitating education on the many long term benefits of these activities.

2. Make effective investment accessible to people who;
 - a. don't know much about markets and/or,
 - b. don't have a huge amount of money, and/or
 - c. don't have a lot of time.

3. Do this by simplifying the investment process - without sacrificing returns or adding risk.

4. Leave investors better off with greater ownership and control of their financial destiny.

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