

Standalone robo-advisers in Singapore

Name	AutoWealth	Smartly	StashAway	Bento
Subtype	Retail	Retail	Retail	Institutions
Underlying	ETFs (exchange traded funds)	ETFs	ETFs	ETFs for now
Fees	0.5 per cent and US\$18 a year	0.5 – 1 per cent	0.2 – 0.8 per cent	0.3 per cent
What it is, really	Four portfolios with varying exposures to equities and bonds: 80-20, 60-40, 40-60, and 20-80. Portfolio of ETFs allocated according to their proportion in major indices. Eg. For an "aggressive" investor, 80 per cent of assets will be allocated to Vanguard equity ETFs according to the respective regional weights in the MSCI All Country World Index: 45 per cent in a US ETF, 17 per cent in a Europe ETF, 10 per cent in an Asia ETF and 8 per cent in an Emerging Markets ETF.	A tech platform developed with VCG Partners, the Singapore unit of Vietnam asset manager VinaCapital. Offers 10 portfolios with VAR (value at risk) levels ranging from 3 to 7.5 per cent. Currently, the most conservative portfolio has 32 per cent in US large cap value stocks, with the remainder in bonds, and 5 per cent in gold. The highest-risk portfolio has 14 per cent in gold, 20 per cent in US large cap value stocks, 35 per cent in a diversified portfolio of US stocks, and 7 per cent in US small cap value stocks.	A sophisticated asset allocation programme. Portfolios offer 28 risk levels, with VARs from 6.5 per cent to 20 per cent. Allocations are optimised according to "economic regime". For the current "disinflationary" regime, a "balanced" portfolio with VAR of 8.8 per cent has 15 per cent in US consumer discretionary stocks, 41 per cent in US government bonds, 30 per cent in convertible and in inflation-linked bonds. An "aggressive" portfolio with VAR of 18 per cent holds less government bonds, and adds on US consumer staples, tech stocks, and Asia ex-Japan stocks.	An asset allocation programme for private bank relationship managers to handle many entry-level clients. Also aimed at small charities, foundations. Portfolios customisable.
Unique selling point	Easiest to understand among all the robo-advisers, as the only one without fancy algorithms or active management.	Quant VAR-based model. Investors can save on fees by playing educational games on platform.	Algorithms allocating by VAR according to economic regime, overseen by CIO with cross-asset investing background.	Veteran private banker overseeing a sophisticated and low-cost offering, using forward-looking expected correlations by Mercer.

Online advisory and fund distribution platforms

Name	Connect by Crossbridge	FSM Maps	Phillip Smart Portfolio
Subtype	Accredited	Retail	Retail
Underlying	ETFs, securities, others	ETFs, funds	Primarily ETFs
Fees	Up to 1.25 per cent	0.5 per cent for most portfolios, 0.35 per cent for conservative	0.5 per cent
What it is, really	A digital marketing tool of independent wealth manager Crossbridge Capital to reach out to the mass affluent with six actively-managed funds.	A basic channel by online fund distributor Fundsupermart to direct new investors into 10 ETF and unit trust portfolios. Minimum S\$5,000 (Growth) and S\$10,000 (Income).	A basic channel by brokerage Phillip Securities to direct investors into three portfolios with different risk profiles. Minimum S\$5,000.
Unique selling point	Active management, supported by Swiss private bank Julius Baer. Owns individual securities, like a fund, avoiding ETF fee stacking.	Portfolios are allocated based on fundamental indicators like price-to-earnings, price-to-book and expected earnings growth.	Funds are actively managed.