

The Financial Regulation Innovation Lab

The Future of Wealth Guidance



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Use Case 1 – Tailored Support at Scale

How might we enable firms to deliver relevant, tailored support at scale in a way that is consistent with the proposals outlined in the Advice Guidance Boundary Review (AGBR) and maintains consumer protection?

Background: The regulatory shifts expected from the AGBR create more space for firms to offer data-driven, tailored support without crossing into regulated advice. With potentially millions of consumers in scope, traditional advice models cannot be scaled to meet this level of demand. This opens the door for innovative, AI-driven solutions that can deliver context-specific experiences aligned with regulatory expectations, while also enhancing client engagement and client outcomes at scale.

We are interested in: Solutions that use AI, behavioural science, or data-driven approaches to deliver relevant nudges and guidance in a way that aligns with regulatory expectations under "Targeted Support". Tools should enable firms to better understand diverse client bases and adapt to diverse consumer needs, evidence compliance and scale without increasing regulatory risk.



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Use Case 2 – Simplified Advice at Scale

How might we enable financial advisors to deliver simplified advice efficiently and at scale, in a way that provides clear recommendations to consumers while remaining proportionate, cost-effective, and compliant?

Background: AGBR proposals create space for firms to provide simplified advice which is regulated but narrower in scope than holistic financial advice. For example, a consumer might receive a recommendation on whether to invest in a stocks and shares ISA, or which risk-rated fund within a product suite is most suitable, without covering their entire financial situation. Traditional advice models are too resource-intensive to meet this demand at scale. Firms therefore need innovative, digital-first solutions that reduce cost and complexity while still ensuring suitability, record-keeping, and consumer protection.

We are interested in: Solutions that leverage digital tools, streamlined fact-finding and AI-driven suitability assessments, to enable firms to deliver simplified advice at scale. Tools should reduce friction in the advice journey, demonstrate suitability and adapt to consumers' needs and values, while enabling firms to evidence compliance and mitigate regulatory risk.



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Use Case 3 – The Future of Customer Disclosures and Engagement

How might we redesign disclosures into interactive, engaging, and user-centric experiences that help consumers understand the nature, scope, and limitations of Targeted Support, while maintaining transparency and consumer protection?

Background: Disclosure documents are often long, technical, and poorly understood. The FCA's AGBR proposals highlight that consumers must clearly understand when they are receiving Targeted Support, how it differs from holistic advice, and what information has (and has not) been considered. At the same time, disclosures should not overwhelm consumers or create barriers to engagement.

Digital channels, behavioural design, and interactive tools provide an opportunity to transform disclosures into meaningful experiences that inform, build trust, and improve outcomes, while ensuring firms can evidence compliance with Consumer Duty.

We are interested in: Solutions that create interactive, dynamic disclosure experiences (e.g. layered communications, visualisation tools, conversational AI, adaptive content) that:

- Make key messages clear and accessible at relevant touchpoints.
- Explain the boundaries of Targeted Support versus advice in simple terms.
- Are tested for consumer understanding, including vulnerable groups and help customers better understand the risks and reward of investing.
- Provide firms with audit trails to evidence compliance.
- Increase trust and comprehension without inadvertently straying into advice.

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Use Case 4 – Consumer Education, Literacy & Trust

How might we empower consumers, including those in vulnerable circumstances, to make confident, informed financial decisions through engaging, accessible education tools that build financial literacy and trust?

Background: Many consumers lack the financial literacy and confidence to make informed investment or planning decisions. For some, this challenge is heightened by vulnerability, whether from life events (e.g. bereavement, loss of income) or structural barriers (e.g. disability, language or limited digital access). The AGBR framework creates an opportunity to design inclusive, adaptive education tools, build resilience, improve outcomes, and ensure no consumer is left behind.

Approaches such as gamified learning, conversational AI, and demographic-specific tools can make learning engaging and relevant across different life stages. When combined with adaptive features to support vulnerable consumers, these solutions can empower consumers, promote financial resilience, and enhance trust in the firms that provide them.

We are interested in solutions that:

- Deliver engaging, scalable financial education through interactive tools and storytelling.
- Are accessible, inclusive, and adaptable to consumers with different levels of confidence, literacy, and digital access Use data and behavioural analytics to personalise learning and identify when consumers may need simplified or alternative support.
- Build trust, confidence, and empowerment, while complementing targeted support frameworks under AGBR without straying into advice.

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Use Case 5 – Compliance Tools to Support Advice Boundaries

How might we use technology to support frontline staff and digital platform owners monitor, guide, and support consumers whilst managing interactions at the advice boundary?

Background: Navigating the advice/guidance boundary is a major regulatory challenge for firms. Traditional compliance monitoring is often reactive, manual, and resource-intensive, which can stifle innovation and increase risk. Smart compliance tools could change this by embedding compliance directly into digital platforms and frontline workflows. Examples include:

- Compliance guardrails that shape customer journeys to stay within targeted support while avoiding regulated advice.
- Automated suitability records that capture interactions and decision pathways, creating audit trails and reducing manual oversight.

These tools give firms regulatory assurance, efficiency gains, lower compliance costs, and confidence to innovate safely.

We are interested in solutions that:

- Enable real-time monitoring and guidance at the advice/guidance boundary.
- Help frontline staff and digital platforms stay compliant while supporting innovation.
- Integrate with both digital and human channels.
- Automate audit trails and interaction logs for stronger oversight.
- Act as proactive guardrails in the design of customer journeys, ensuring firms remain within regulatory boundaries.



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Use Case 6 – Empowering Consumers with Planning Tools

How might we create consumer-facing tools that enable scenario modelling and financial planning in a compliant way, without crossing into regulated advice?

Background: The AGBR framework opens opportunities for firms to support consumers who previously received little or no help. Firms can differentiate themselves by adopting automated planning solutions that empower consumers to test options, explore scenarios and understand potential outcomes while keeping firms within regulatory boundaries. Examples include :

- Guided product selectors that walk users through suitability-style questions, narrowing down options without recommending a single product.
- Scenario testing tools that allow consumers to “try out” choices (e.g., investing in a SIPP vs. ISA, or testing different drawdown strategies) and see projected impact.

These tools could empower consumers, boost engagement and trust, and position firms as forward-thinking and supportive.

We are interested in solutions that:

- Provide scenario modelling and decision-support without recommending specific products.
- Offer clear, engaging, and accessible interfaces that make complex planning simple.
- Enable consumers to explore trade-offs and outcomes across different choices.
- Deliver scalable tools that can be embedded into digital platforms and reach diverse consumer segments.

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Use Case 7 – Cross-Platform Data Aggregation

How might we leverage open finance and data aggregation tools to give consumers and firms a complete view of finances, making targeted support and engagement safer, clearer, and more effective?

Background: Open finance is unlocking the ability to combine consumer data across platforms, creating a more holistic view of personal finances. For firms, this capability is not just useful, it is becoming essential as without it, targeted support and simplified advice under AGBR risk being ineffective or even misleading.

By integrating cross-platform data, firms can provide clearer insights, better prompts, and safer decision pathways. At the same time, consumers benefit from greater clarity, confidence, and engagement through consolidated dashboards that show their full financial picture.

We are interested in solutions that:

- Pull information from multiple sources to present holistic, user-friendly dashboards.
- Enhance consumer decision-making and engagement by showing the “full picture.”
- Support firms in delivering accurate, compliant targeted support under AGBR.
- Strengthen oversight and monitoring, reducing the risk of misleading or incomplete guidance.