Given a string s*,* return *the maximum number of unique substrings that the given string can be split into*.

You can split string s into any list of **non-empty substrings**, where the concatenation of the substrings forms the original string. However, you must split the substrings such that all of them are **unique**.

A **substring** is a contiguous sequence of characters within a string.

**Example 1:**

**Input:** s = "ababccc"

**Output:** 5

**Explanation**: One way to split maximally is ['a', 'b', 'ab', 'c', 'cc']. Splitting like ['a', 'b', 'a', 'b', 'c', 'cc'] is not valid as you have 'a' and 'b' multiple times.

**Example 2:**

**Input:** s = "aba"

**Output:** 2

**Explanation**: One way to split maximally is ['a', 'ba'].

**Example 3:**

**Input:** s = "aa"

**Output:** 1

**Explanation**: It is impossible to split the string any further.

**Constraints:**

* 1 <= s.length <= 16
* s contains only lower case English letters.