

- * 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

Underlying magic

- * Extensive content, communicated with specificity, art and sympathy
- * Advanced technology as behind tsterm.com:
 - * Computes driving factors
 - * Verifiable predictions
 - * Clear signals for medium horizon