

Financial Projection and Key Metrics

- * **Asset Under Management:**

- * **Cost-Breakeven Point:** Achieved when 1% of the 13 million young population (aged 18–35) sign up.

- * 130,000 users saving £1,000 each generate a 0.15% fee, equating to £195,000 per year.

- * **Revenue Potential:**

- * If 10% of the 13 million young population sign up, revenue grows to £1,950,000 per year.

- * **Total Addressable Market (TAM):**

- * Estimated at £2.3 trillion or more, highlighting significant growth potential.

IP: the core asset

- * Idea for now:
 - * Brief Solutions Ltd (<https://brief-ds.com>) intended as the IP-holding company
 - * A product may be incorporated separately, licensing IP from Brief Solutions Ltd, to silo the bankruptcy risk
 - * *Any* of these companies are open to investment