

- Financial Projection & key metrics

## 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

## 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