

Financial Projection Feasibility

- According to Average Savings by Age in the UK,
 - Average saving by up to 24 is **£4,759** and it almost doubles to the next age group (2025);
 - **54%** of up to 24 age group uses a savings account, **65%** of the next age group 25-34 uses a savings account (2023)
- **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