

# Financial projection and key metrics

- \* Asset under management:

- \* The cost-breakeven level is achievable when we have 1% of the 13 million 18-35 population sign up. At £1,000 saving each person,

- \*  $130,000 \text{ young population} * 1000 \text{ saving} * .15\% \text{ fee} = \text{£}195,000 \text{ fee per year}$

- \* If 10% of the 13 million young population sign up,

- \*  $\text{£}195,000 * 10 = \text{£}1,950,000 \text{ fee per year}$

- \* The total addressable market is £2.3 trillion at least



# 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