

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

- * 130,000 young population * 1000 saving * .15% fee = £195,000 fee per year

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

- * £195,000 * 10 = £1,950,000 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