

# Financial projection and key metrics

- \* Asset under management:
  - \* 5-10 million GBP in the first 5 years
  - \* The cost-breakeven level may be circa 200 million GBP
    - \* Achievable when we have 1% of the 13 million 18-35 population sign up
- \* The total addressable market was £5.7 trillion GBP as of 2021



# 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