

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.
 - 1% of young population 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.

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.