

# FINANCIAL PROJECTIONS 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**

**The total addressable market was £5.7 trillion GBP (as of 2021) (<https://www.mckinsey.com/industries/financial-services/our-insights/capturing-growth-in-the-evolving-uk-savings-and-retirement-market>) and it was growing at 7% annually from 2015-2021**

# IP: OUR CORE ASSET

The idea for now:

**Brief Solutions Ltd (<https://brief-ds.com>) is 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.**