

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.
 - 130,000 users 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.
- **Total Addressable Market (TAM):**
 - Estimated at £2.3 trillion or more, highlighting significant growth potential.

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