

# 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