

\*

■ Build cost

## Initial Build Cost / Timeline

We start by offering  
the ISA

After being authorised, apply to  
HMRC for ISA manager status,  
free

6-9 months

3-6 months

6 months

Get authorised by FCA:  
as category 4 firm  
£2,720  
Solicitor fees est £5,500+VAT

After HMRC approval,  
platform building and user  
test: £50,000 - £250,000 which  
may increase



# 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.