

Financial projection 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
 - * Achievable when we have 1% of the 13 million 18-35 population sign up
- * The total addressable market was £5.7 trillion GBP as of 2021

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