

Initial Building Cost

- * We start by offering the ISA:
- * Get authorised by FCA: 6-9 months, £5,500
- * Solicitor fees: up to £5,000
- * After being authorised, apply to HMRC for ISA Manager status: 3-6 months, free
- * After HMRC approval, platform building and user test: 6 months, £50,000-250,000, which may increase

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 at least £2.3 trillion