

# Financial projection and key metrics

- \* Asset under management:

- \* The cost-breakeven level is achievable when we have 1% of the 13 million 18-35 population sign up

- \* 130,000 young population \* 1000 saving \* .15% fee = £195,000 fee per year

- \* If 10% of the 13 million young population sign up

- \* £195,000 \* 10 = £1,950,000 fee per year

- \* The total addressable market is £2.3 trillion at least



# 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