

- 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.