

FINANCIAL PROJECTIONS 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 population aged 18-35 sign up

The total addressable market was £5.7 trillion GBP as of 2021

IP: OUR CORE ASSET

The idea for now:

Brief Solutions Ltd (<https://brief-ds.com>) is 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.