

- Financial Projection & key metrics

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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.

- IP

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