

- \* We mainly target

- \* Young population 18-35 (13 million), who may eventually save up a large pot

- \* Savers (2-3 million) already with a large pot



# Underlying magic

- \* Extensive content, communicated with specificity, art and sympathy
- \* Advanced technology as behind tsterm.com:
  - \* Computes driving factors
  - \* Verifiable predictions
  - \* Clear signals for medium horizon