Top Down:
How Big is the total Pie?

Total Addressable
Market
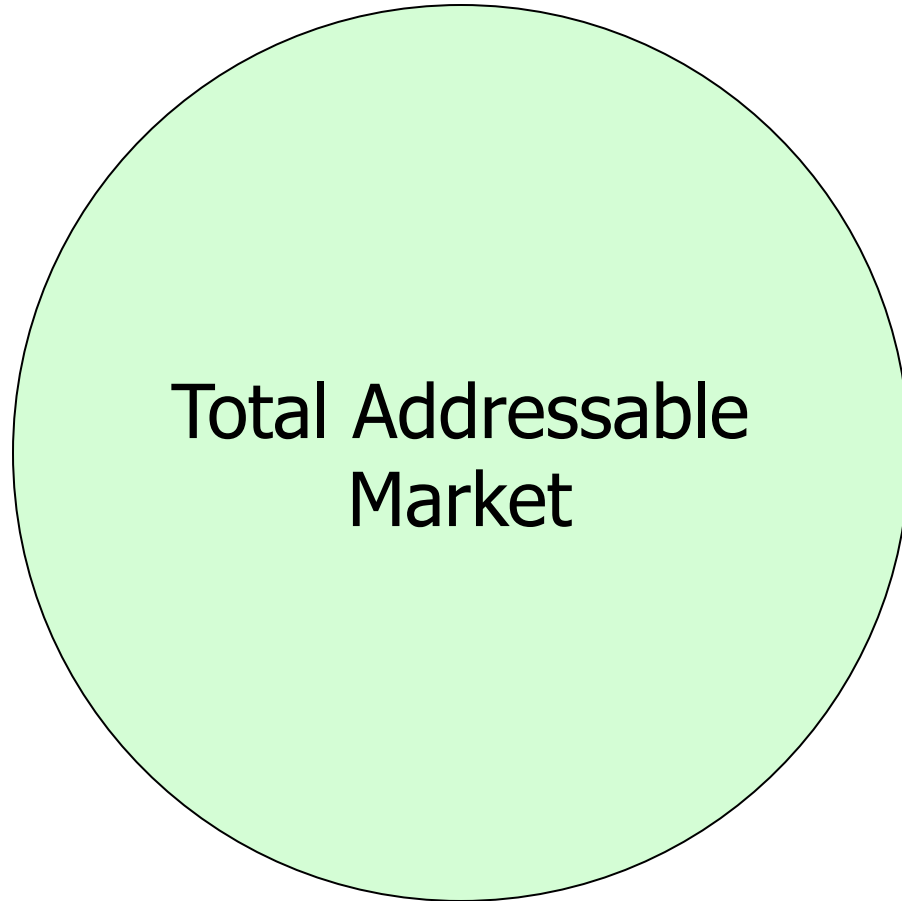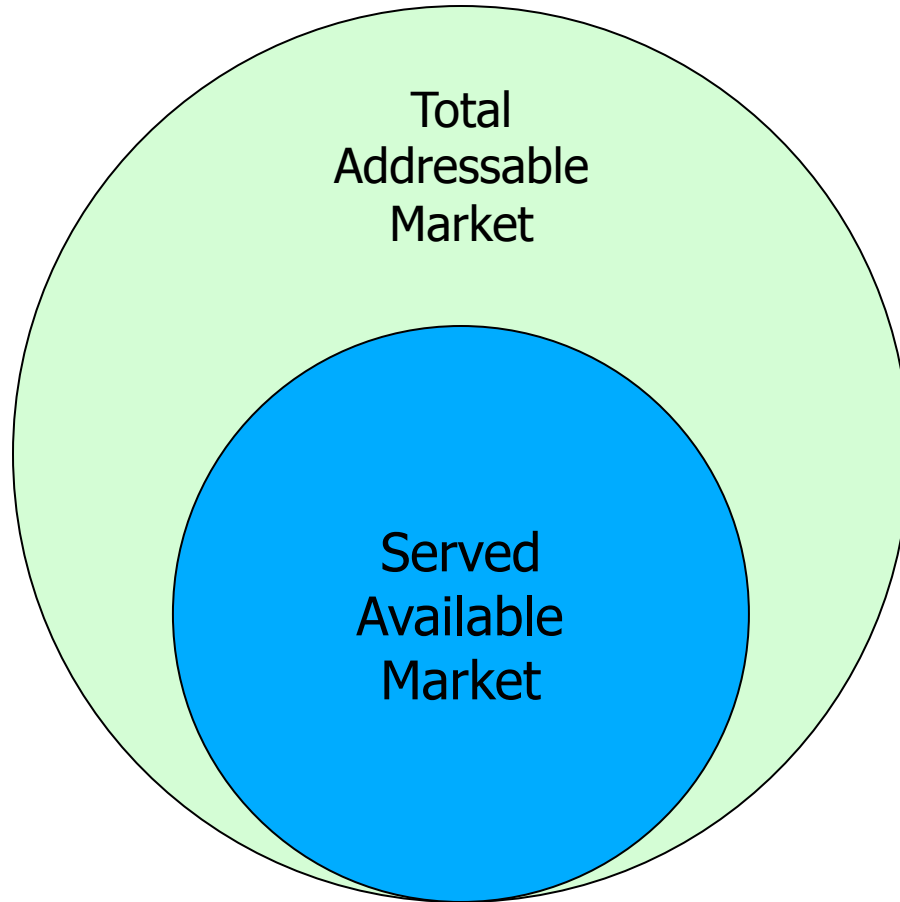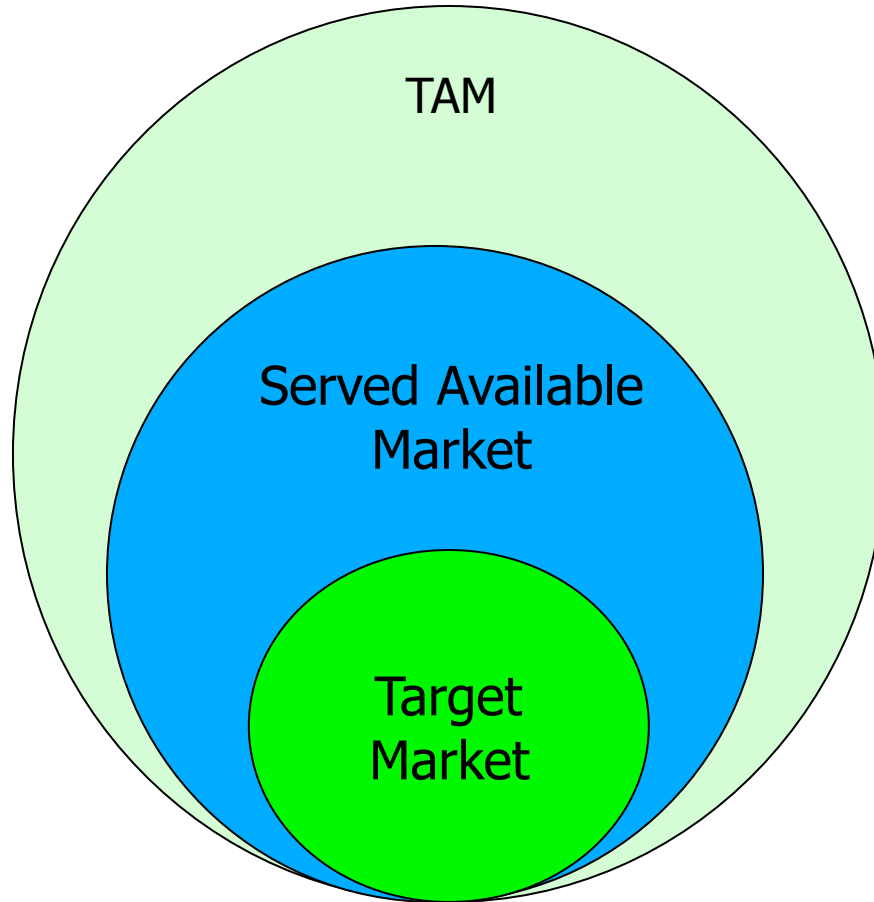
How large would the market be
(in $'s) if every possible customer
bought your product?

How big is your slice?

Total Addressable Market

Served Available Market

- Which customers can access it? (Language, channel...)

- Which geographies can you or will you sell to?

- Which customers can afford it?

Who will you actually sell to in the first 2 years?

- Who is your initial customer segment?

- Geographically, where will you start (that you can afford)?

- Where will you have channel?

- Where can you get regulatory approvals?

Top down - Narrowing down to size your target market
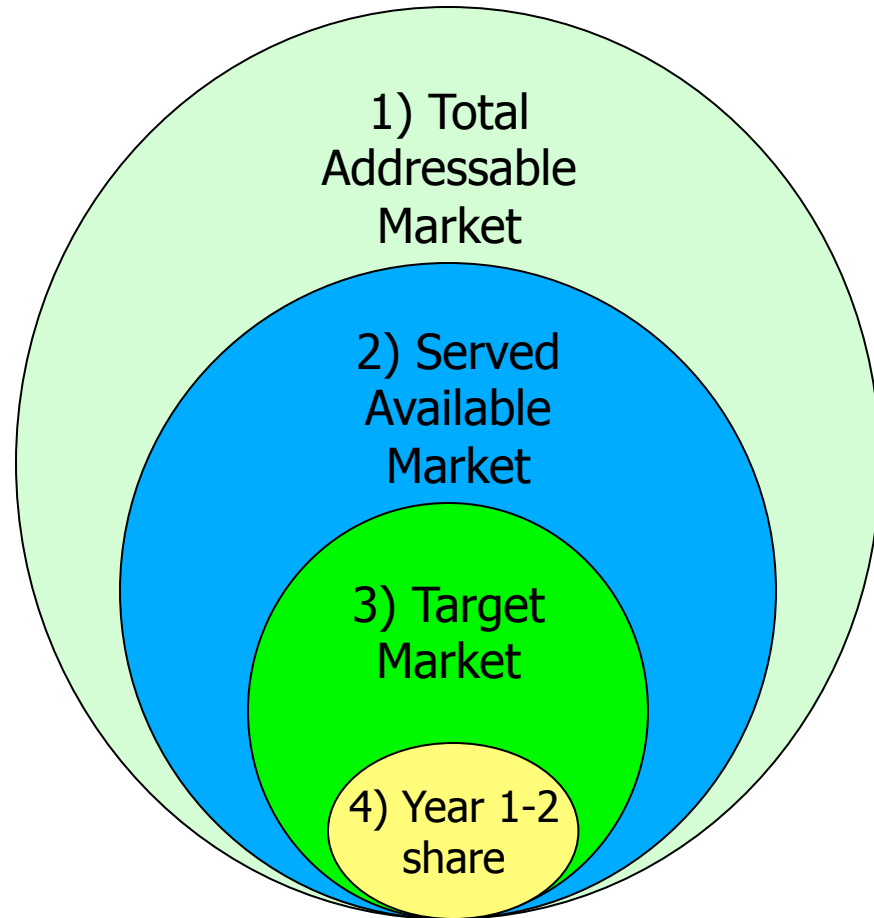
1. TAM: If <u>every</u> possible customer bought – how big is the market?

2. SAM: Where will you have channel? Where can you get regulatory approvals?   What languages?

3. TM: What segment of the market do you <u>choose</u> to target?

4. Early adopters: <u>Exactly</u> who are you going to target in year one and two?