

TAM SAM SOM

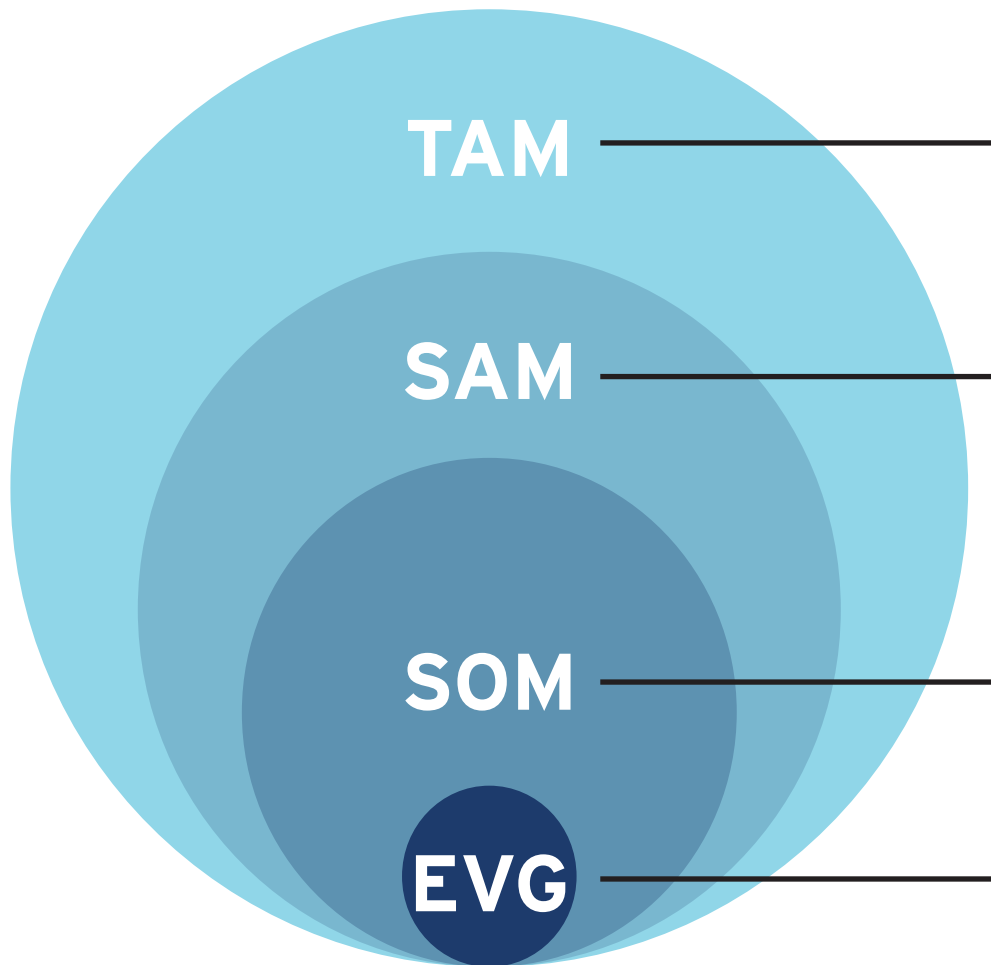
The TAM SAM SOM tool will help you break down the entire market you are going to target into manageable chunks. It's a tool typically used by entrepreneurs who want to convince investors that the market they want to conquer is big enough to deliver a high Return on Investment (ROI).

For more information, head over to the blog:
<https://gustdebacker.com/tam-sam-som-market/>

TOP TIPS

- Start by analysing startup TAM SAM SOM's in pitch decks; you can find examples here: **<https://slidebean.com/blog/startups-pitch-deck-examples>**
- Use different methods available to you to assess your markets:
 - External research: from a statistics firm or a commercial company.
 - Top-down approach: go from a mountain of data slowly adding requirements.
 - Bottom-up approach: from a detailed amount of data slowly add more data.
 - Value Theory approach: find out how much a customer would be willing to pay for your solution (blue ocean).

TAM SAM SOM



TOTAL ADDRESSABLE MARKET

How big is the largest market?

SERVICEABLE AVAILABLE MARKET

How big is the market that you could reach now?

SERVICEABLE OBTAINABLE MARKET

What is the market you can reach with your current resources

EARLYVANGELISTS

What are your most potential customers?