BoomStartup

Mentorship-Driven Seed Accelerator

Market Sizing

Winter 2017

How To Use This Deck

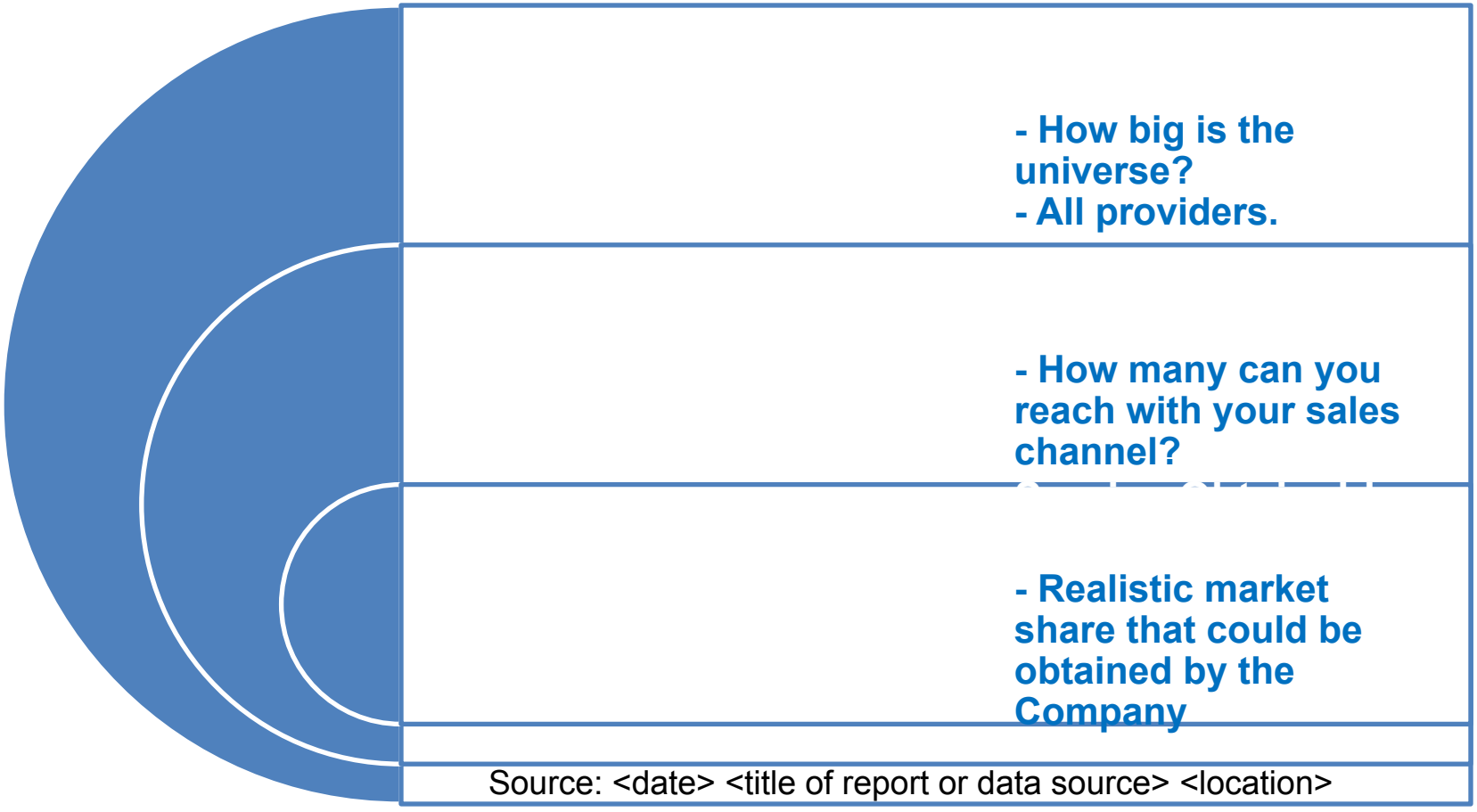
1. **Do Your Market Research** using the recommended list of sourcing agencies (Slide #3)
2. Review the **WHY** behind Market Research (#3)
3. Identify the **Subsets** of your market (#4)
4. **TAKE & USE** this template to create your TAM, SAM, SOM (#5)
5. Review Best Practice Example of Market Sizing for SaaS (#6)
6. Review Best Practice Example of Market Sizing for a Multi-Sided Market (#7)
7. **Upload** your completed TAM, SAM, SOM to your **BoomStartup Online** Profile for Mentor review & consultation

Procedures

- ✔ DO Your Market Research!
  - We recommended these sourcing agencies:
  - Gigaom
  - IDC
  - Gartner
  - Market Research.com
  - Market Research World
  - SBA Business & Data Statistics
- ✔ The scope of market research includes understanding the needs of the customers, assessing the size and segmentation of the market, and identifying market trends and drivers.
- ✔ An important aspect of market research includes understanding major competitors and the threat they provide to your business model.
- ✔ To conduct market research you'll gather statistics, reports, studies and other data from organizations such as government agencies and trade associations.
- ✔ Investors want to know how big the opportunity is in your space and you'll need this information for investor pitches.

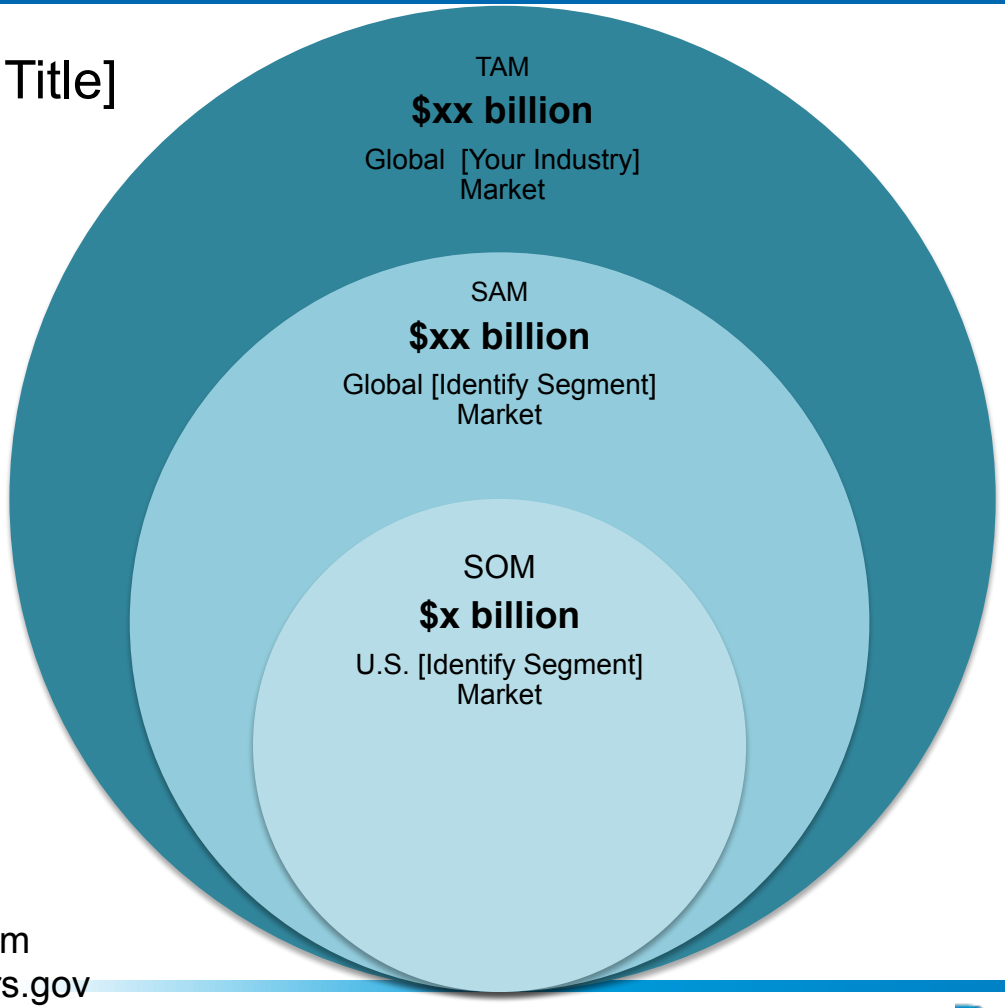
TAM SAM SOM Procedures

Identify the subsets of your market



Market Size Template

[Insert Your Market Title]



[Insert Your Sources]

- www.marketresearch.com
- www.economicindictators.gov

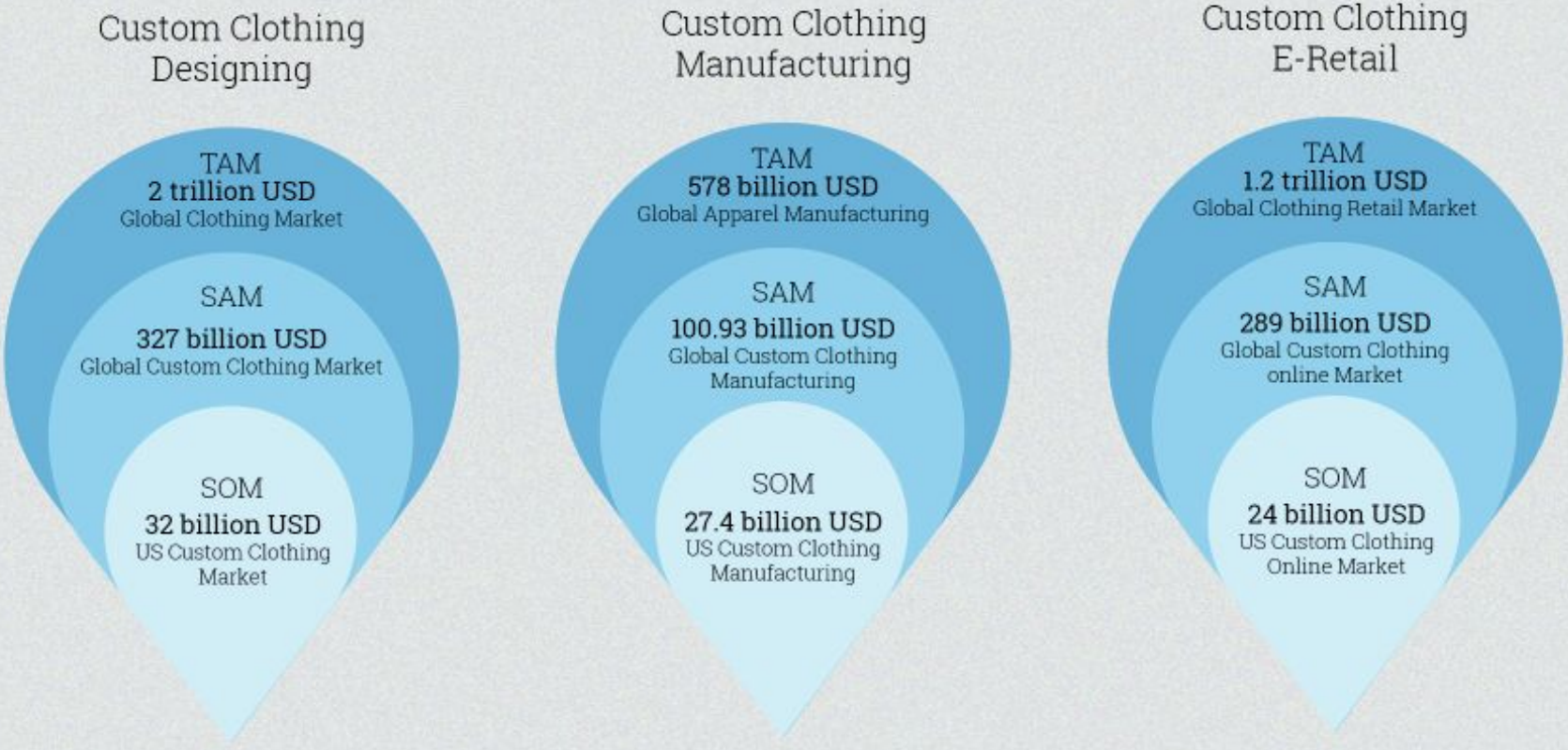
SAAS Example



TAM SAM SOM Example

MARKET SIZE

Multi-Sided Market Example



SOURCES

- American Apperal & Footware Association
- http://www.marketresearch.com/

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