

Step 1: Define Your Target Market

A. DEMOGRAPHIC FACTORS

- Age Range: _____
- Gender: _____
- Income Level: _____
- Education Level: _____
- Occupation: _____
- Other Relevant Demographics: _____

B. GEOGRAPHIC FACTORS

Regions/Countries:

Cities/Urban Areas:

Rural Areas:

Specific Locations:

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

C. BEHAVIORAL FACTORS

- Buying Habits: _____
- Brand Loyalty: _____
- Product Preferences: _____
- Frequency of Purchase: _____
- Pain Points/Needs: _____

Step 2: Gather Market Research and Data

A. INDUSTRY REPORTS & MARKET DATA SOURCES (E.G., IBISWORLD, STATISTA)

SOURCE 1:

Key data points:

SOURCE 2:

Key data points:

SOURCE 3:

Key data points:

B. CUSTOMER SURVEYS & FOCUS GROUPS

Survey Results Summary:

Key Insights from Focus Groups:

C. SOCIAL MEDIA & NETWORKING INSIGHTS

LinkedIn Target Audience Insights:

Social Media Analytics (e.g., Facebook, Twitter):

Step 3: Estimate the Number of Potential Customers

A. MARKET SEGMENTATION BREAKDOWN (E.G., AGE 25-35, URBAN, HIGH INCOME):

SEGMENT 1:	SEGMENT 2:	SEGMENT 3:
<input type="text"/>	<input type="text"/>	<input type="text"/>
Estimated Number of Potential Customers:	Estimated Number of Potential Customers:	Estimated Number of Potential Customers:
<input type="text"/>	<input type="text"/>	<input type="text"/>

B. TOTAL POTENTIAL CUSTOMERS CALCULATION

SUM OF ALL SEGMENTS:	
Total Number of Potential Customers:	<input type="text"/>

Step 4: Calculate Market Value

A. AVERAGE REVENUE PER CUSTOMER (ARPC)

PRODUCT/SERVICE 1:	PRODUCT/SERVICE 2:
<input type="text"/>	<input type="text"/>
ARPC:	ARPC:
<input type="text"/>	<input type="text"/>

B. MARKET VALUE CALCULATION

TOTAL POTENTIAL CUSTOMERS X ARPC:

Estimated Market Value:

C. MARKET SHARE ESTIMATION (OPTIONAL)

MARKET SHARE ESTIMATION (OPTIONAL):

Estimated Market Value
(Adjusted for Market Share):

Step 5: Assess Market Penetration and Growth Potential

A. MARKET PENETRATION RATE

ESTIMATED PENETRATION RATE (%):

Number of Customers
Expected to Capture:

B. MARKET GROWTH RATE

INDUSTRY GROWTH RATE (%):

Projected Market Growth
(Next 5 Years):

C. POTENTIAL REVENUE CALCULATION

NUMBER OF CUSTOMERS
EXPECTED TO CAPTURE X ARPC:

Estimated Annual Revenue:

ADJUSTED FOR GROWTH RATE:

Projected Revenue
After Growth Adjustment:

Summary of Calculations

**TOTAL
ADDRESSABLE
MARKET (TAM):**

Calculation:

Result:

**SERVICEABLE
AVAILABLE
MARKET (SAM):**

Calculation:

Result:

**SERVICEABLE
OBTAINABLE
MARKET (SOM):**

Calculation:

Result:

Final Insights and Strategic Recommendations

A. KEY TAKEAWAYS FROM MARKET SIZE ESTIMATION:

Largest Market Segment:

Most Lucrative Customer Group:

Primary Geographic Focus:

B. STRATEGIC RECOMMENDATIONS:

Go-to-Market Strategy:

Product Development Priorities:

Marketing Focus Areas:

Next Steps

Review assumptions and validate data

Prepare market size data for inclusion in business plan/ pitch deck

Consider market dynamics and update calculations regularly