

Market Sizing Worksheet (For Professionals)



Company ABC

Date
[Add Date]

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Section 1: Market Context & Scope

Product / Offering Overview:

Primary Use Case or Need Addressed:

Customer Profile (Segment & ICP):

Go-To-Market Channels Planned:

Section 2: TAM – Total Addressable Market

Market Category:

Global / National Industry Size (\$):

Source(s):

Key Assumption:

Section 3: SAM – Serviceable Available Market

Filters: Geography, Customer Segment, Delivery Constraints, Price Point

Estimated Addressable Customers:

Avg. Spend per Year:

SAM (\$):

Section 4: SOM – Serviceable Obtainable Market

Reachable Customers (Year 1):

Conversion Rate:

Paying Customers:

ARPU / AOV:

Churn Rate:

CAC:

SOM (\$):

Forecast Alignment:

Section 5: Sensitivity & Triangulation

Scenario Table (Base / Optimistic / Conservative)

Cross-Reference Competitor Benchmarks:

Section 6: Final TAM / SAM / SOM Summary

Table: TAM / SAM / SOM with \$ Size, Customer Count, Source

Attachments & Required Inputs

- Pricing model
- CAC benchmarks
- Industry references
- Segmentation data
- Forecast spreadsheet