

TAM/SAM/SOM

Total Addressable Market (TAM)

Question: What is the main characteristic(s) of your potential customer?

Serviceable Available Market (SAM)

Question: What types of companies would consider a product like your own?

Serviceable Obtainable Market (SOM)

Question: What types of companies are within reach of your sales & marketing teams and can be serviced by your current product?

Serviceable Obtainable Segment (SOS)

Question: What are the types of accounts within your SOM that align to your core product use cases?