



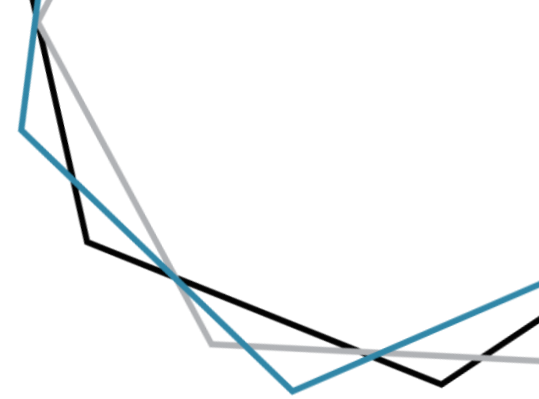
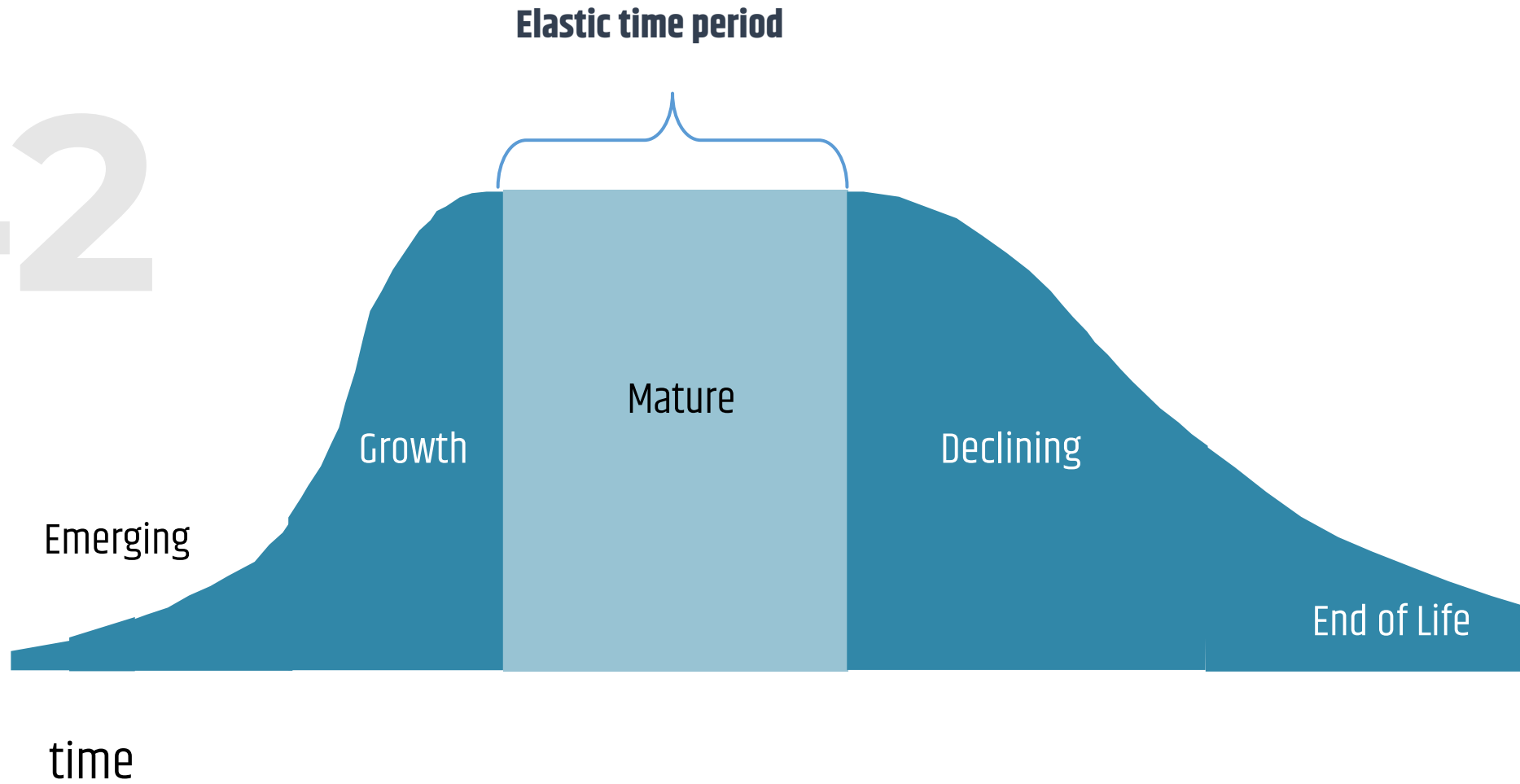
MARKET ANALYSIS

- How to calculate the market size

MARKET LIFETIME

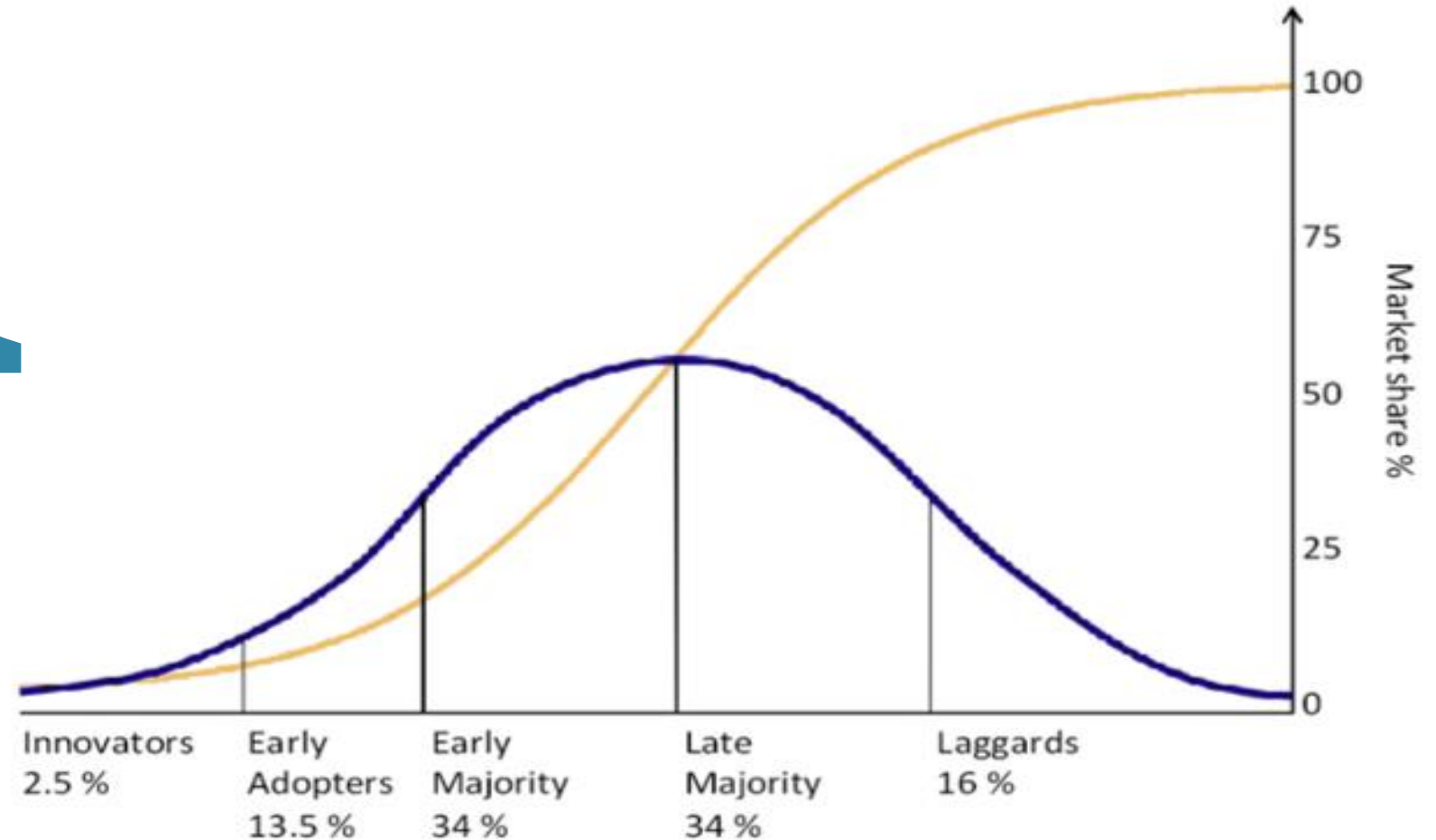
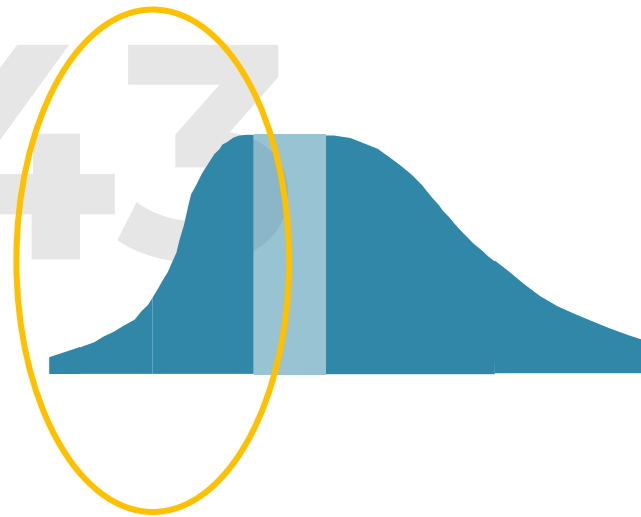
14+2

Market turnover



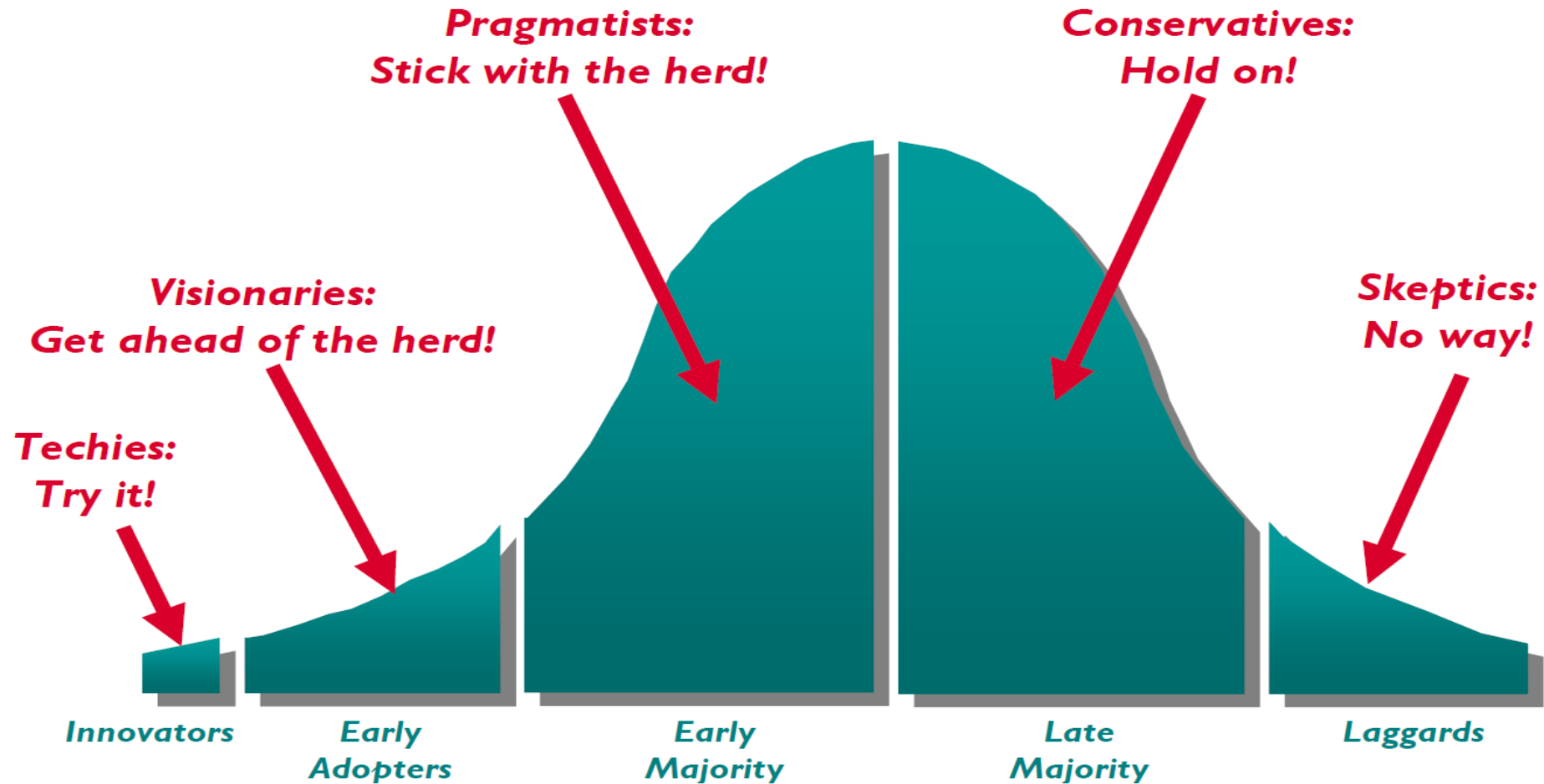
EMERGING/GROWTH: TECHNOLOGY ADAPTATION LIFE CYCLE

Rogers' Bell Curve: Diffusion of Innovation in the Technology Adaptation Lifecycle (Rogers, 2003)



TECHNOLOGY ADAPTATION LIFE CYCLE

Rogers' Bell Curve:



MARKTANALYSE

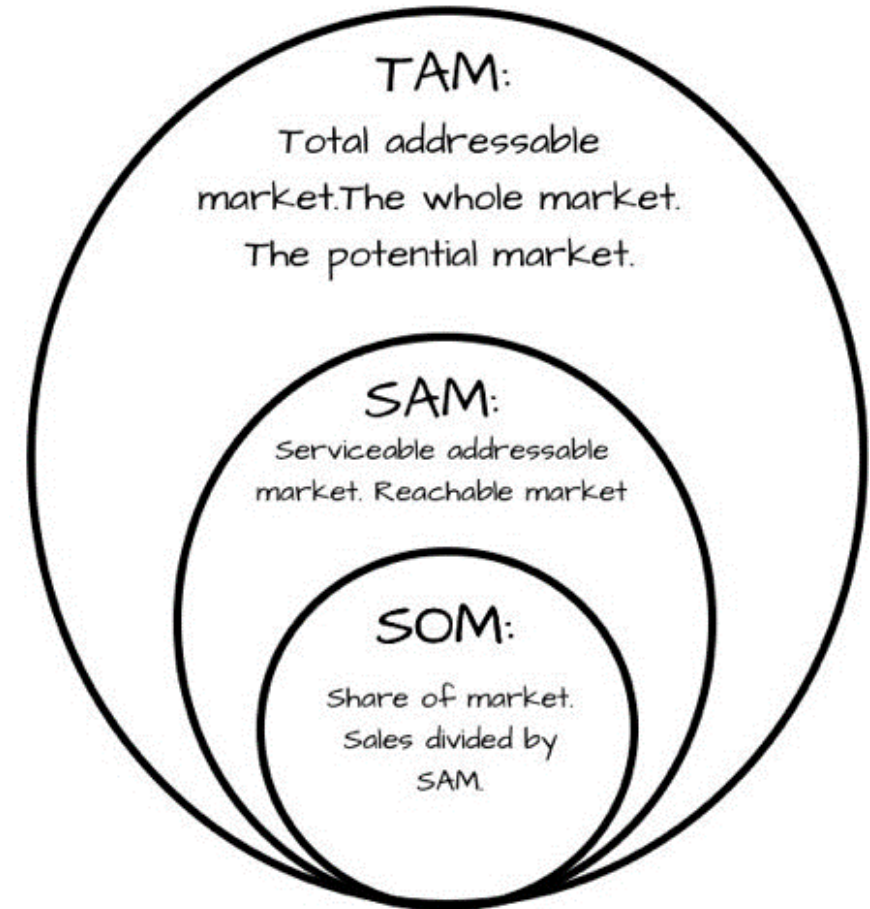
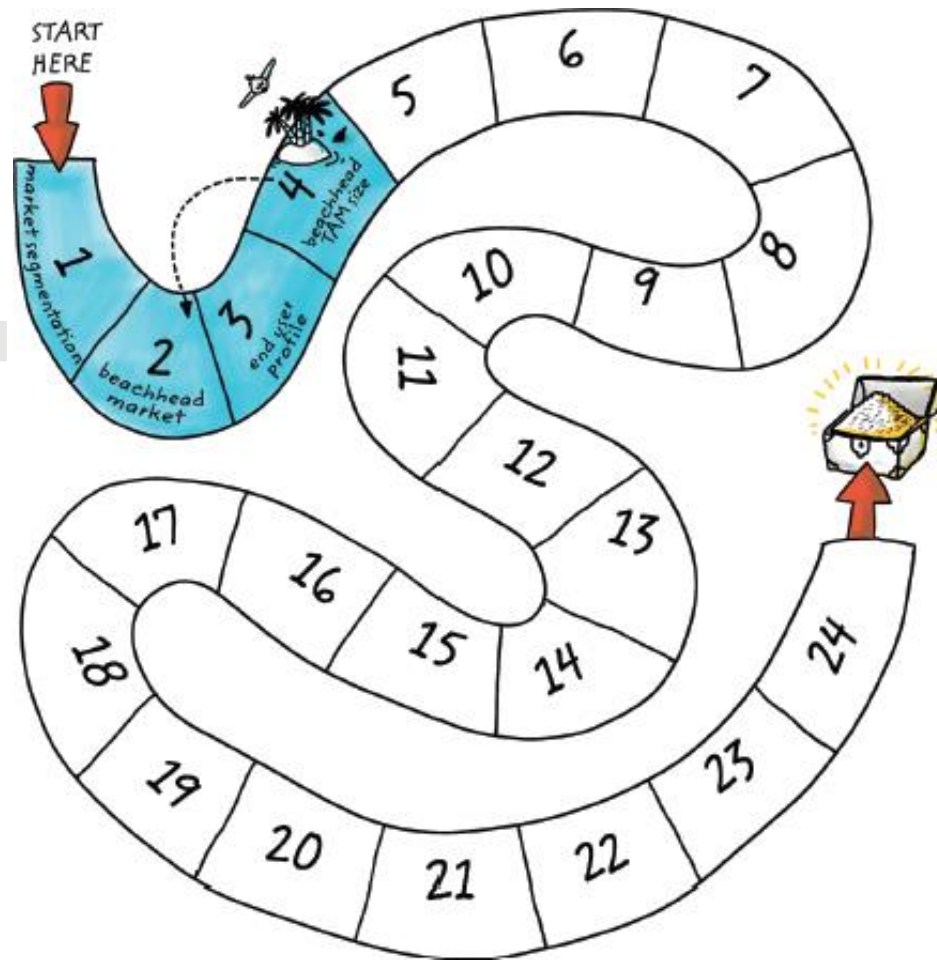


My market is the market for nature-based travel for singles and (childless) couples.

My market is the travel market in Germany.

- ⇒ Both would work for one and the same product, but would lead to very different ways of looking at the market.
- ⇒ Defining one's own market has a great influence on the further procedure of the market analysis.
- ⇒ **Therefore:** Precisely defining and clearly delimiting the market guarantees meaningful data.

MARKET ENTRY SIZE



MARKET SIZE FOR MARKET ENTRY

Total Accessible Market (TAM)

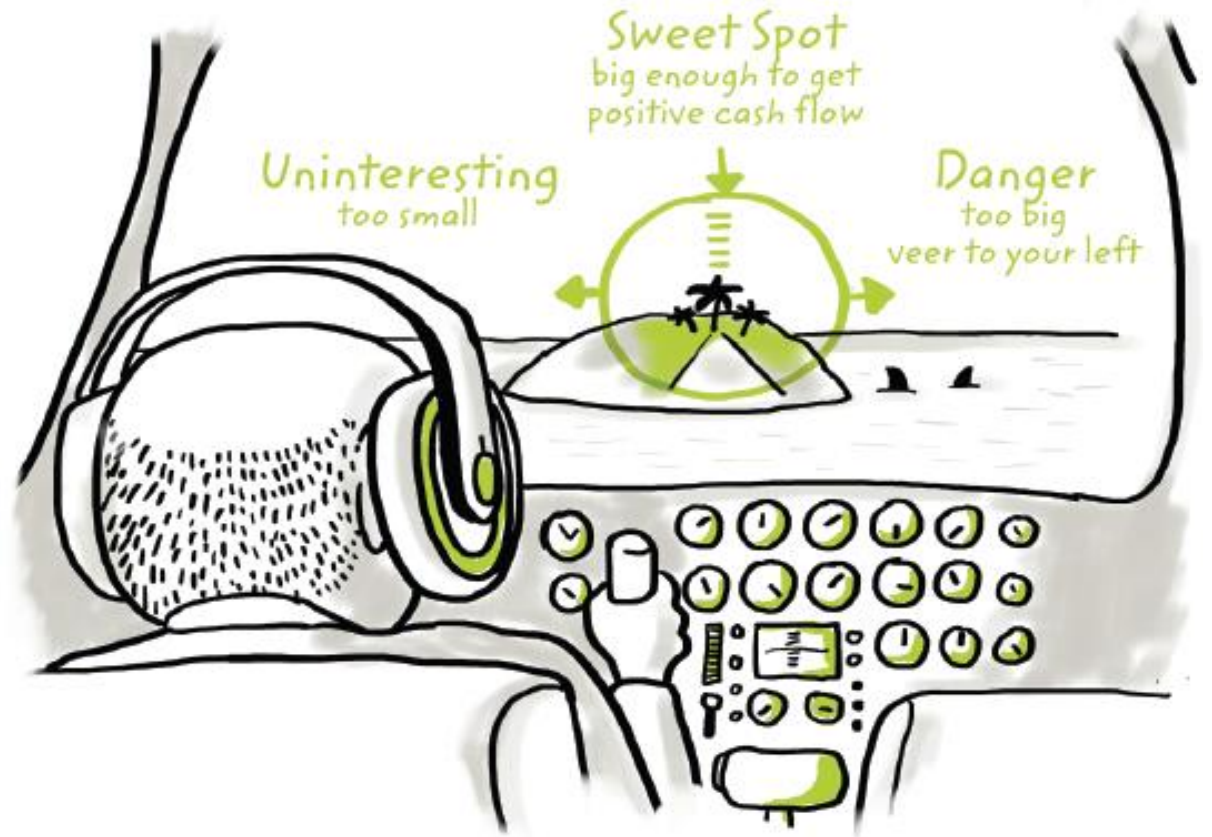
- What is the maximum turnover my entry market can offer me?

Too little turnover: Not attractive

- Critical mass to build and test capabilities
- Generate liquidity

Too large a market: Difficult to enter

- Market entry/penetration very expensive
- High competitive pressure
- No success stories for next financing round



Beachhead TAM calculation
is your sanity check
that you are headed
in the right direction

CALCULATING YOUR MARKET SIZE

- Basis: End User Profile / Persona
- How many customers do I have? What does this mean for my turnover?

"Top-down" approach:

Broken down from the large group to the individual customer.

Usually based on statistics, competitor figures, market analyses, e.g. Chamber of Industry and Commerce, Federal Statistical Office, ...

Example: In Germany, 2 million devices are sold per year at an average of 120 €, if I achieve 2 % of that, that is 4.8 million € annual turnover.

→ Danger of (overly optimistic) generalisation

„Bottom-Up“-approach:

Conclude from the individual customer/sales transaction to the achievable total market.

This is usually based on customer surveys and observations, organisational planning, etc.

Example: Each shop serves approx. 35 customers per day, each of whom buys for 30 €. If I exclusively supply 25 shops, that is 5.25 million € annual turnover.

In der Regel: Kombination beider Ansätze