

**OMGG**

**TAM-SAM-SOM**

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Entrepreneurship track

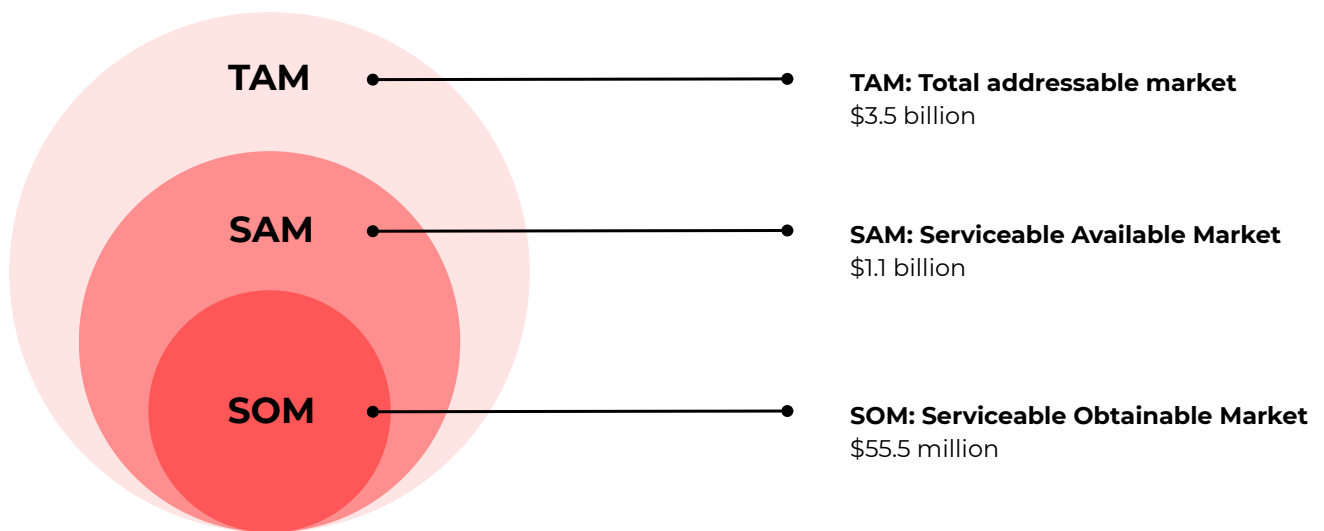
**Existing Market**

14 June 2025

## 1. INTRODUCTION

TAM-SAM-SOM is a strategic tool that helps us better understand and quantify our target market. It covers three key statistics regarding market size, which can help us assess our potential market, set realistic goals, and make informed strategic decisions.

## 2. TAM-SAM-SOM



Source: [datahorizonresearch.com](https://datahorizonresearch.com)

### A. TAM

TAM represents the total revenue opportunity that would be available to our service if it were to capture 100% of the current market (globally). In our case, the global digital board game market is worth ~\$3.5 billion (according to [Datahorizonresearch](https://datahorizonresearch.com)).

### B. SAM

The SAM is the portion of the TAM that the company can actually achieve based on its capabilities and market conditions. We are therefore seeking to restrict the global market share to a regional market share, in this case Europe. This gives us an addressable market worth \$1.1 billion (according to [Datahorizonresearch](https://datahorizonresearch.com)).

## C. SOM

The SOM is the share of the SAM that the company aims to capture, taking into account competition and obstacles. In other words, it is the market that the company can expect to cover based on the scope of its offering and the impact of competition. If we hope to achieve a 5% penetration rate of the SAM, we obtain a serviceable obtainable market (SOM) of \$55.5 million.

## 3. CONCLUSION

The TAM-SAM-SOM analysis allows us to assess the potential of our market in a structured and realistic way. With an estimated global TAM of \$3.5 billion, a European SAM of \$1.1 billion, and a targeted SOM of \$55.5 million (aiming for 5% of the SAM), we have a solid foundation on which to base our commercial strategy.

These figures confirm that there is a significant market for the digitization of board games in Europe. By targeting the right partners and offering services tailored to the current needs of the sector, our company has the capacity to establish itself sustainably in this growing market.