



PRODUCT VALIDATION

Market Sizing

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Act as a Product Manager. Assume TAM is Total Addressable Market, SAM is Serviceable Available Market and SOM is Serviceable Obtainable Market. How would I go about estimating the TAM, SAM and SOM for an AI-based online form builder tool? Please give examples of research sources I should check out.



As a Product Manager, you can go about estimating the Total Addressable Market (TAM), Served Available Market (SAM) and Serviceable Obtainable Market (SOM) for an AI-based online form builder tool using a combination of market research and industry analysis. Here are some examples of research sources you can check out:

1. TAM: To estimate the TAM, you can start by researching the size of the online form builder and survey tool market. Some sources to check out include market research reports from companies such as MarketsandMarkets, Technavio, and ReportLinker. These reports will provide information on the size of the market, as well as market growth projections.
2. SAM: To estimate the SAM, you can research the number of existing competitors in the market, as well as their market share. Some sources to check out include industry databases such as IBISWorld, Hoovers, and PrivCo. These databases provide information on the number of companies in the market, as well as their financials and market share.
3. SOM: To estimate the SOM, you can research the competitive landscape for AI-based online form builder tools. Some sources to check out include websites such as G2, Capterra, and TrustRadius. These websites allow users to compare different products and provide ratings and reviews.

It's also important to research on the specific sub-region of the market you are targeting. Additionally, talking to potential customers and getting their feedback on the value proposition of your product will also be a valuable data point in determining your SOM.