1. **Potential adressable market**

**Target population**: children (5-17)

Estimate: 1.8 billion children in the world. Assume € 50 annual subscription for SafeTrack.

***Value based PAM:*** *1.8 billion X €50 = € 90 billion*

1. **Total addressable market**

Our target group which we we are going to focus on is Europe. Here we can make an estimate of all people in the European market

There are 127.5 million children ( aged 5-17) in Europe

*127.5 million X € 50 = € 6. 375 billion*

1. **Serviceable addressable market**

**Starting with the total market**: globally 1.8 billion children (aged 5-17)

We are focusing on Europe, this region represents 10% of the global market.

Not all parents in this region will adopt parental control apps. We assume that 20% of parents in this region are likely to use such apps.

127.5 million X 40 X 30% = 15.30 million children.

15.30 million X € 50= € 765 million

1. **Serviceable obtainable market SOM**

#### **Assumption 1: Your potential market share**

Let’s say SafeTrack captures **10% of the SAM** (a realistic initial estimate depending on competition and marketing efforts).

SOM= 15 million x 10% = 1.53 million children

**Revenue from SOM:**

At €50 per annual subscription:

Revenue from SOM: 15.3 million x 50 EUR= 76.5 million