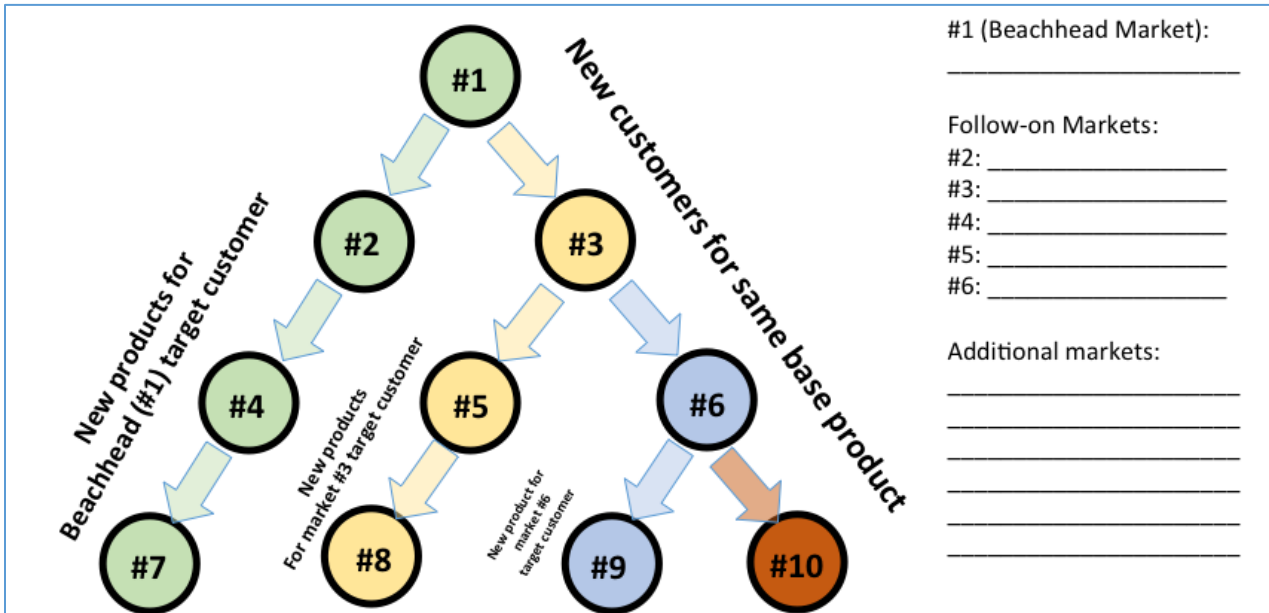


Disciplined Entrepreneurship Workbook

Step 14: Estimate the Total Addressable Market Size for Follow-on Markets

Worksheet



Summary of Follow-on TAM Estimate and Priorities

| | Candidate | How it Leverages Your Core | Same Product or Same Customer? | Pros of Selling to This Market | Cons of Selling to This Market | TAM Est. | Other Considerations | Rank |
|--|-----------------------------|---|--------------------------------|--|--|-----------------------|--|------|
| | Household | The product directly addresses household energy efficiency needs and provides comprehensive data on electricity usage | Same product, same customer | Direct benefit to homeowners through energy savings and environmental impact | Low switching costs for customers, leading to possible churn | Around 22, 5 millions | Partnerships with complementary smart home companies | 1 |
| | Households with solar panel | Integration | Same customer, | High upfront cost | High upfront cost for | Around | Collaborations with solar panel | 2 |

| | | | | | | | | |
|--|--------------------------|--|--|---|---|---------------------|--|---|
| | | with solar panels enhances energy efficiency while complementing existing renewable energy installations | requires integration with existing solar systems | for customers who already invested in solar energy | customers who already invested in solar energy | 5 millions | companies can increase adoption | |
| | New Housing developments | Offers pre-installed energy management systems for new homeowners during construction or initial occupancy | Same product | Opportunity to standardize smart energy management from the start | Developers may hesitate due to increased construction costs | Around 0,5 millions | Highlight regulatory incentives for developers promoting eco-friendly initiatives and strategic partnerships | 3 |
| | New Customers every year | As before | Same products | | | 100 millions | | 4 |
| | | | | | | | | |

Individual Worksheet for Each Follow-on Market Segment - #2

Follow-on Market Segment Candidate Name: _____ Household _____

| <u>Estimate # of Users</u> | <u>Estimate Revenue per year per user</u> | <u>Estimate TAM Range</u> | <u>Compound Annual Growth Rate (CAGR) Estimate</u> | <u>Other Considerations (profitability, time to conquer, potential market share, investment required, competition, etc.) and Other Comments</u> |
|----------------------------|---|---------------------------|--|---|
| | | | | |

| | | | | |
|---------|----------|----------------------|--|--|
| 450,000 | 50 euros | Around 20-30 milions | | |
|---------|----------|----------------------|--|--|

Individual Worksheet for Each Follow-on Market Segment - #3

Follow-on Market Segment Candidate Name: _____ Households with solar panel _____

| <u>Estimate # of Users</u> | <u>Estimate Revenue per year per user</u> | <u>Estimate TAM Range</u> | <u>CAGR Estimate</u> | <u>Other Considerations (profitability, time to conquer, potential market share, investment required, competition, etc.) and Other Comments</u> |
|----------------------------|---|---------------------------|----------------------|---|
| 100000 | 50 euros | Around 5 milions | | |

Individual Worksheet for Each Follow-on Market Segment - #4

Follow-on Market Segment Candidate Name: _____ New Housing developments _____

| <u>Estimate # of Users</u> | <u>Estimate Revenue per year per user</u> | <u>Estimate TAM Range</u> | <u>CAGR Estimate</u> | <u>Other Considerations (profitability, time to conquer, potential market share, investment required, competition, etc.) and Other Comments</u> |
|----------------------------|---|---------------------------|----------------------|---|
| 10000 | 50 euros | Around 500k | | |

Individual Worksheet for Each Follow On Market Segment - #5

Follow-on Market Segment Candidate Name: _____ New Customers every year _____

| <u>Estimate # of Users</u> | <u>Estimate Revenue per year per user</u> | <u>Estimate TAM Range</u> | <u>CAGR Estimate</u> | <u>Other Considerations (profitability, time to conquer, potential market share, investment required, competition, etc.) and Other Comments</u> |
|----------------------------|---|---------------------------|----------------------|---|
| 2 milions | 50 euros | Around 100 milions | 2 milions every year | |

Individual Worksheet for Each Follow On Market Segment - #6

Follow-on Market Segment Candidate Name: _____

| <u>Estimate # of Users</u> | <u>Estimate Revenue per year per user</u> | <u>Estimate TAM Range</u> | <u>CAGR Estimate</u> | <u>Other Considerations (profitability, time to conquer, potential market share, investment required, competition, etc.) and Other Comments</u> |
|----------------------------|---|---------------------------|----------------------|---|
| | | | | |