



**Objective 2.4**

Value Proposition



# Check the Market Size and Segment

Estimate your potential market using real data and focus on a clear, reachable segment of early adopters most likely to engage first.

Ideation



# Objective Description

Figure out roughly how many people or businesses might want what you're offering — and decide who you'll start with first. Instead of dreaming about a billion-dollar market, do simple maths based on real numbers. Focus on a small, reachable group of early adopters who are most likely to try your solution now.

## Why This Objective Matters For Your Startup

Understanding your market size and target segment helps you focus on opportunities that are both real and reachable. Instead of chasing an imaginary "billion-dollar market," this step grounds your strategy in data and practical insight. By identifying a small, well-defined group of early adopters, you can validate traction faster, optimize resources, and learn what it takes to grow sustainably. This clarity helps guide early go-to-market decisions and gives investors confidence that your startup is built on evidence, not assumptions.

**Clarifies Market Potential** – Estimating your total and reachable market gives you a realistic sense of opportunity size and helps prioritize where to focus first.

**Guides Targeting and Positioning** – Understanding who your early adopters are — and what makes them care — lets you craft messages and solutions that resonate immediately.

**Prevents Resource Waste** – Focusing on a reachable, high-fit customer group ensures you spend time and budget on the prospects most likely to convert.

**Provides a Roadmap for Growth** – Early segmentation insights help you understand where expansion might come from later, once initial traction is proven.

**Builds Investor Credibility** – Demonstrating a data-backed, narrow focus shows discipline and strategic thinking — proving you're not just chasing a big idea but executing with precision.



# Key Concepts & Resources

- Realism: Focus on practical, reachable markets rather than theoretical billion-dollar ones.
- Focus: Start small by identifying early adopters most likely to engage.
- Data-Driven Insight: Base estimates on measurable data, not assumptions.
- Accessibility – Ensure your target market is one you can actually reach with your current resources.

## TAM-SAM-SOM Framework

*Estimate the size of your market step-by-step.*

- TAM (Total Addressable Market): The total global demand for your type of product or service.
- SAM (Serviceable Available Market): The portion of the TAM you can realistically serve, given geography or target audience.
- SOM (Serviceable Obtainable Market): The subset of SAM you can realistically reach and sell to in the next 12-24 months.

The TAM-SAM-SOM model helps founders create credible, data-driven estimates of opportunity size and prioritize focus areas.



<https://www.youtube.com/watch?v=t7CqXLsaTsM>

## Beachhead Market Framework

*Identify and dominate a focused initial segment before expanding.*

- Choose a small, well-defined customer group that urgently needs your solution.
- Understand their pain points, buying habits, and how to reach them.
- Use success in this “beachhead” segment as proof of traction to expand into adjacent markets..

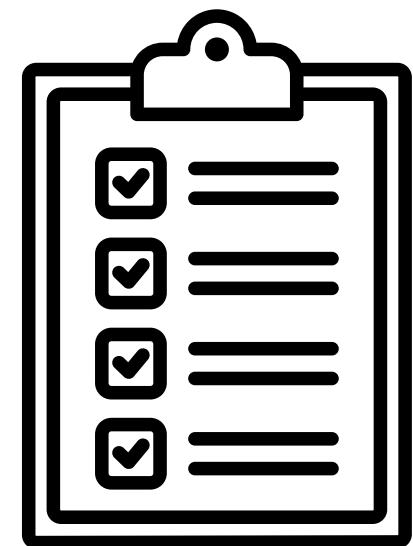
The Beachhead Market Framework helps early-stage startups gain momentum through focus and credibility in one initial niche.



<https://www.youtube.com/watch?v=Stc0beAxavY>

# Objective Action List

Tick each action as you complete it during your 20-week accelerator programme.



1. I clearly wrote down who my potential customer was — including their age range, job, location, and key behavior.
2. I found a real number of how many people or businesses fit this description using public data (e.g., government stats, LinkedIn, or school directories).
3. I multiplied the total number of target customers × the average amount they would pay to get a clear “total potential market” in real currency.
4. I compared at least three data sources (e.g., survey data, reports, Google searches) and noted where numbers differed to avoid relying on one source.
5. I defined one clear customer group by describing who they are, where they are, and what problem they face.
6. I used interviews or surveys with at least 10 people to check if they fit the group definition.
7. I listed their key reasons for caring about the problem and ranked them by urgency or importance.
8. I listed all ways I could contact or reach this group (channels, communities, or platforms) using free or existing tools.
9. I measured how many people I actually contacted or engaged within two weeks of identifying the group.
10. I confirmed that at least 25% of contacted people responded or showed interest in hearing more.