**Market Sizing**

**TAM= of Customers \* Frequency of Purchase \*Price**

**I calculate it with the following method in EU: I collected some data about the usage. For instance BeeMyEyes app has over 1 million downloads. (150+ countries). I did not find any data how many people use it in each countries of the world, so I just want to estimate our potential Customers. In Hungary the number of blind and low vision people is 218 000. Plus other disabled people I can calculate with 400 000 in Hungary.   
This app is used quite frequent (twice a day as well). So my estimation for that is:   
Frequency of Purchase= 1-14 times/week -> 7-98/month -> 84 - 1176/ year.   
Our income would be accomplished by ads. (Approximately 100/usage)  
TAM= 400000\* (1 - 14 )\* 100 ft= 40 000 000 - 560 000 000.**