

Regarding target groups

Potential Adressable Market **Total Adressable Market** Servicable Adressable Market Servicable Obtainable Market

People in all age groups with smartphone (able to operate with smartphones); (independent of their nationalities)

- Kids
- Parents
- Driver
- young people
- old people

Preliminary (application start) only people in Germany

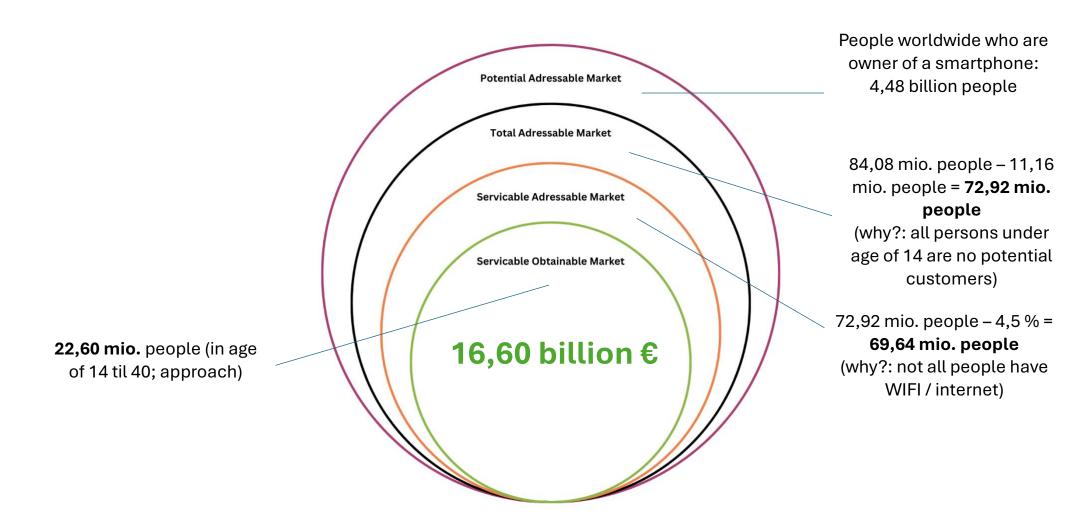
people with mobile telephony / mobile provider contract / WIFI

Especially:

- Young women (in age of 14 – 40)
- People with high need for safety
- People who want to improve their health
- People who doing often international

People with the application on their smartphone (need to accept privacy policy and data input completed and location tracking accepted)

Target figure: EUR € – view: only Germany



Approximate solution concerning revenue:

What is the established market price that is paid for similar substitutes or applications that, in total, come close to the application offered?

2,99 EUR (app price)

Other sources of income

Advertising agreements / contracts
2500 € per advertisement each day (within the application; visible for users)
365 days per year

Affiliate links

2 € / click → estimation: 1 click per person each day

• Insurance provision

15 % of insurance amount Average insurance amount 45 € 0,2 contracts per person each year

Basic information

We abstract from an abstract view to the representation of the target groups and from there we arrive at the central target value of euros. If you can describe the people for whom the product may be relevant, target groups can be specified from this. With knowledge of the target groups, more precise volumes in euros can be determined.

A distinction is made between the following four sizes:

- Potential Addressable Market (PAM)
- Total Addressable Market (TAM)
- Serviceable Adressable Market (SAM)
- Serviceable Obtainable Market (SOM)

→ PAM > TAM > SAM > SOM