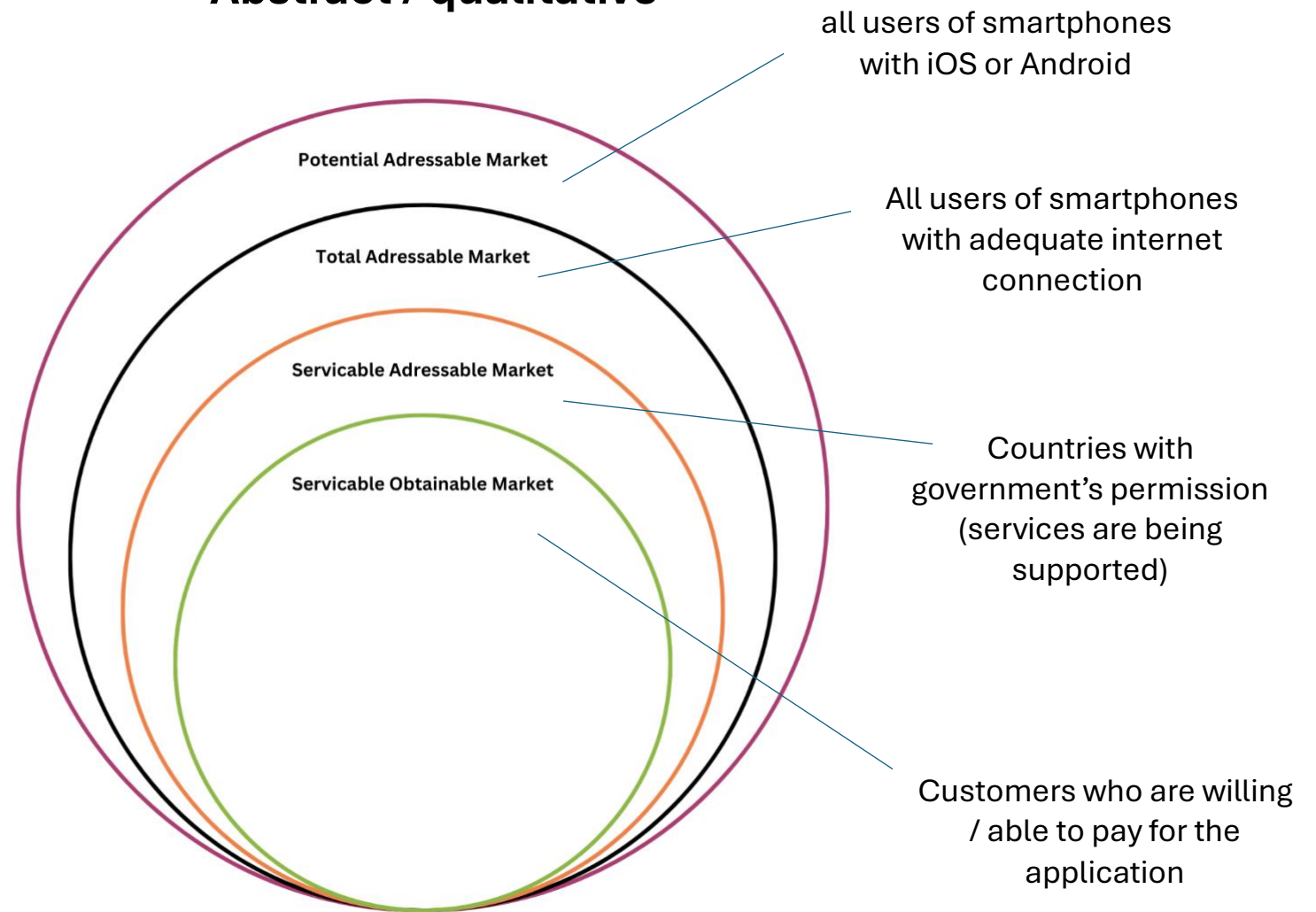
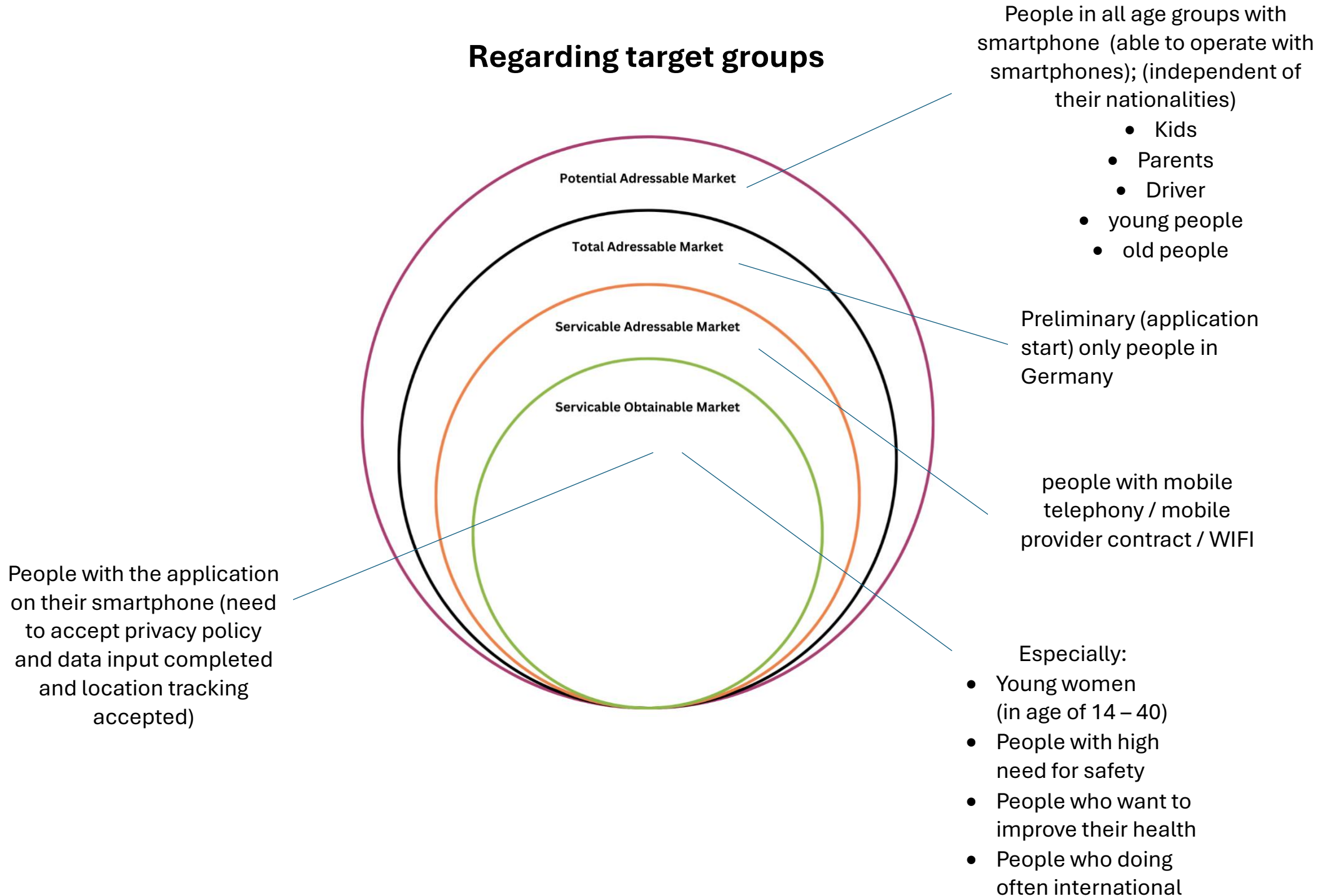


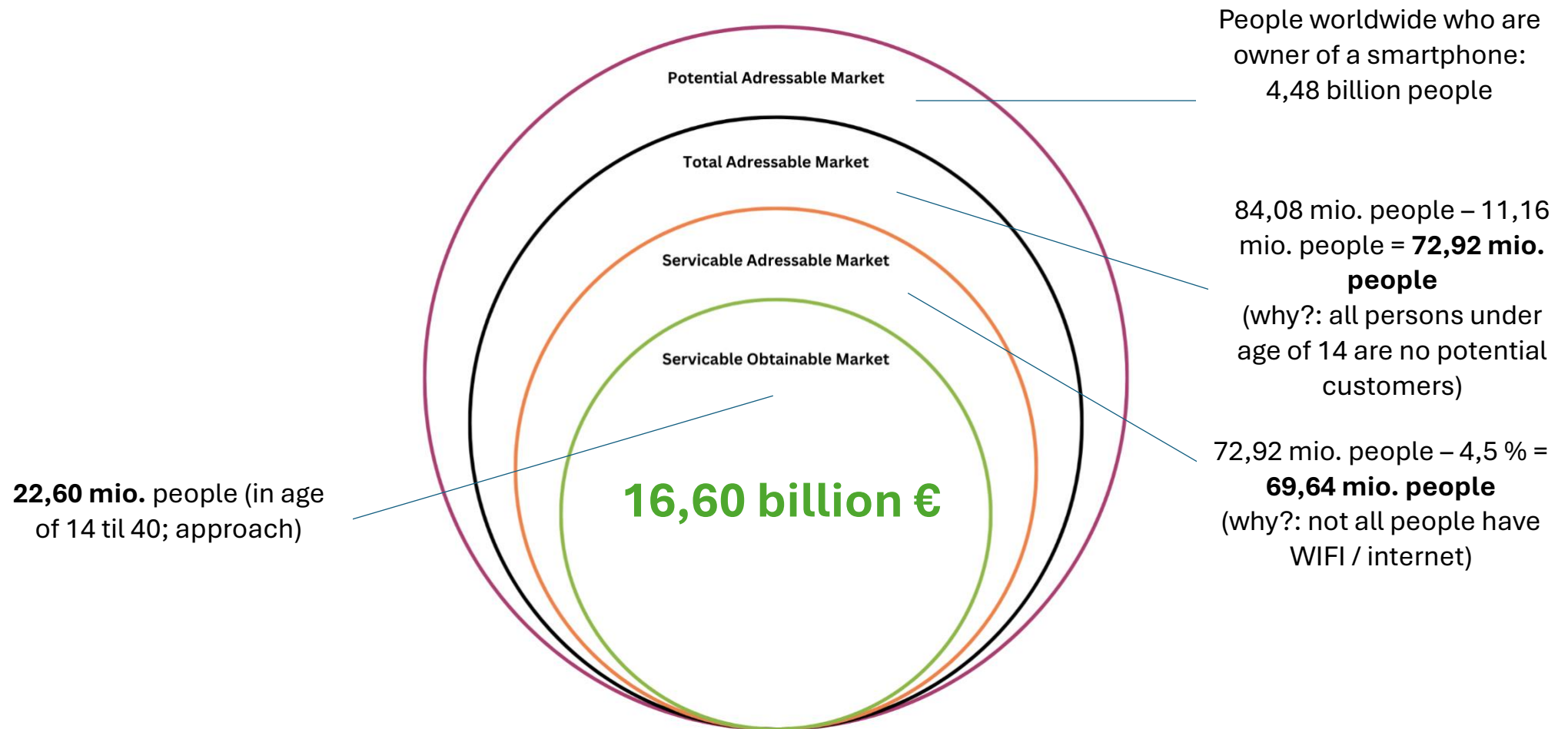
Abstract / qualitative



Regarding target groups



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 Addressable Market (SAM)**
- **Serviceable Obtainable Market (SOM)**

→ PAM > TAM > SAM > SOM