

SOM

The **SOM** is your startup's share of the SAM, determined by factors such as competition, marketing reach, and production capacity.

- **Startup's Focus:** Target a specific segment, such as **2.5% of the SAM** in year one.

SOM Calculation: $2.5\% \times \text{€}1.5 \text{ billion} = \text{€}37.5 \text{ million}$

SAM

The **SAM** narrows the TAM to specific regions or demographics your startup can serve, e.g., countries with higher purchasing power or safety concerns.

Target Markets: North America, Europe, and affluent parts of Asia-Pacific (e.g., Japan, South Korea, Australia). These regions cover roughly **150 million children** in the 4–12 age group.

Market Penetration: Assume **10% of parents** in these regions would invest in a GPS tracker.

SAM Calculation: $150 \text{ million children} \times 10\% \text{ adoption} \times \text{€}100 = \text{€}1.5 \text{ billion}$

TAM

The **TAM** includes all potential customers globally who might benefit from child safety tracking solutions.

Global Population of Children:

According to UNICEF, there are approximately **2.2 billion children worldwide** aged 0–14.

Target Age Group: SafePath is most relevant for children in the 4–12 age group (more likely to explore and gain independence). (40% of children), which equals approximately **880 million children** globally.

Market Penetration Rate: Assume **5% of parents** would actively invest in a GPS tracking solution for child safety.

TAM Calculation: $880 \text{ million children} \times 5\% \text{ adoption} \times \text{€}100 = \text{€}4.4 \text{ billion}$