

GROWNET — Market Sizing Report (TAM/SAM/SOM)

1. Purpose

این سند پاسخ می‌دهد به سوال:

«اندازه واقعی بازار، فرصت اولیه و سهم قابل دستیابی GROWNET چقدر است؟»

Rule: هدف عددسازی نیست؛ هدف مدل قابل دفاع و قابل به‌روزرسانی است.

2. Market Definitions

| Term | Definition |
|-------------------------------------|---|
| TAM (Total Addressable Market) | کل بازار جهانی مرتبط با آموزش، شبکه‌سازی، و تبلیغات برای استارت‌آپ‌ها، شرکت‌ها و فروشگاه‌ها |
| SAM (Serviceable Available Market) | بخشی از TAM که با مدل درآمدی و محدودیت‌های جغرافیایی / فرهنگی قابل دسترس است |
| SOM (Serviceable Obtainable Market) | سهم واقعی قابل دستیابی در 3 سال اول با تیم و منابع فعلی |

3. Market Segmentation

| Segment | Description | Priority | Rationale |
|------------------------|-------------------------------|----------|--------------------------------------|
| Startups & SMEs | Early-stage companies | High | نیاز به exposure، شبکه و آموزش دارند |
| E-commerce stores | فروشگاه‌های آنلاین | Medium | تبلیغات و افزایش فروش |
| Freelancers & Creators | Individuals selling knowledge | Medium | Adoption سریع، کم هزینه جذب |
| Enterprise | Large corporations | Low | Slow adoption, higher sales cycle |

4. Top-Down Market Sizing

4.1 Methodology

1. Source: Global reports on online education, networking platforms, and e-commerce growth (Statista, GrandView, IBISWorld)

2. Estimate percentage of market relevant to GROWNET (users needing combined platform: networking + education + commerce)

4.2 TAM (Global)

• Online education + networking + e-commerce synergy market

- Total users: ~500M

- Average spend: \$50/year → TAM ≈ \$25B

4.3 SAM (Regional / Initial Market)

- Focus: US, EU, MENA early adopters

- Estimated 50M users, avg spend \$50/year → SAM ≈ \$2.5B

4.4 SOM (First 3 Years)

- Target: 0.5% of SAM (conservative early traction)

- SOM ≈ \$12.5M

Assumption Sensitivity

- ±20% user adoption → SOM \$10–15M

- Model updates easily with new adoption %, spend per user, or region

5. Bottom-Up Market Sizing

5.1 User-Based Approach

- Initial MVP pilots: 3 paying customers / company, 5–10 startups per region

- Extrapolation using funnel conversion:

- Signups → Active → Paid → Repeat

- Example:

- 1000 signups/month, 10% activation → 100 active

- 5% conversion → 5 paying → \$250/year revenue

5.2 Revenue Projection

| Month | Active Users | Paying Users | Revenue (\$) |
|-------|--------------|--------------|--------------|
| 1 | 100 | 5 | 250 |
| 6 | 1000 | 50 | 2,500 |
| 12 | 5000 | 250 | 12,500 |
| 24 | 50,000 | 2,500 | 125,000 |

Assumptions adjustable with funnel metrics (activation, retention, conversion).

6. Segmentation Priorities & Rationale

| Segment | Initial Focus | Market Size | Expected ROI |
|-------------------------|---------------|-------------|----------------------------------|
| Startups & SMEs | Yes | \$500M TAM | High adoption, feedback loops |
| Freelancers | Optional | \$300M TAM | Fast feedback, low CAC |
| E-commerce | Secondary | \$1B TAM | Monetization focus, paid content |
| Enterprise No (Phase 2) | | \$5B TAM | Slow adoption, high cost |

Insight: تیم اولویت را بر روی بخش‌های با ROI سریع و Feedback Loop کوتاه می‌گذارد.

7. Assumptions Documentation

| Assumption | Source | Risk if wrong | Update plan |
|--------------------------|------------------------|----------------------|--------------------------|
| 10% conversion rate | Pilot data | Revenue miss | Monthly pilot adjustment |
| Average spend \$50 | Industry report | Revenue overestimate | Survey + cohort analysis |
| 0.5% initial SAM capture | Conservative benchmark | Slow growth | Adjust after Q2 |

8. Model Flexibility

- recalculated SOM **TAM/SAM/SOM Dynamic Model:**
- Tool: Excel / BI dashboard
- Input variables: user growth, conversion %, ARPU, churn

9. Sources

- Statista, Global E-learning Market Report 2025
- IBISWorld: Online Networking Platforms
- GrandView Research: E-commerce Tools & Market
- Crunchbase / AngelList: Startups & SMEs counts
- 🔗 References linked and can be updated for refresh

10. Key Insights

- Market is large, but initial traction should focus on Startups & SMEs
- Revenue achievable with small % of SAM → realistic SOM
- Model is adjustable → supports investor diligence and internal strategy

11. Sensitivity Analysis Example

| Parameter | Base | Low | High | SOM (\$) |
|------------|------|-------|------|---------------------|
| Adoption % | 0.5% | 0.25% | 1% | 12.5M → 6.25M → 25M |
| ARPU | \$50 | \$40 | \$60 | 12.5M → 10M → 15M |

12. Next Steps for Market Validation

- Monthly check: pilot adoption, retention, paying users
- Adjust SOM and target segments quarterly
- Collect real spend data from early customers

Result

- این سند نشان می‌دهد تیم:
- بازار واقعی را می‌فهمد
 - اعداد قابل دفاع و شفاف هستند
 - مدل قابل آپدیت است
 - Segmentation و اولویت‌ها با ROI و سرعت یادگیری تطبیق دارد