

## 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؟»

هدف عدسهازی نیست؛ هدف مدل قابل دفاع و قابل بروزرسانی است.

### 2. Market Definitions

Term	Definition
TAM (Total Addressable Market)	کل بازار جهانی مرتبط با آموزش، شبکه‌سازی، و تبلیغات برای استارتاپ‌ها، 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

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

Estimate percentage of market relevant to GROWNET (users needing combined platform: .2  
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 •

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## 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).

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## 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 تغییر هر فرض 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** .1
- Revenue achievable with small % of SAM** → realistic SOM .2
- Model is adjustable** → supports investor diligence and internal strategy .3

## 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 •
- و اولویت‌ها با ROI و سرعت یادگیری تطبیق دارد •