

Step 1 – Market Definition (Updated)

- **Global Deaf / LSA users:** 58 million
 - **Companies / Institutions:** 500,000 potential organizations
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Step 2 – Pricing Assumptions

- **B2C (individuals):** \$10 USD/month
 - **B2B (companies/institutions):** \$370 USD/month
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Step 3 – TAM (Total Addressable Market)

Individuals (B2C):

$$58,000,000 \times \$10 = \$580 \text{ million/month}$$

Companies/Institutions (B2B):

$$58,000,000 \times \$370 = \$21,460 \text{ million/month}$$

Total TAM:

- **USD:** \$22,040 million/month (~\$22 billion/month)
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Updated Step 4 – SAM (Serviceable Available Market)

- **10% of global deaf individuals (B2C):** $5,800,000 \times \$10 = \58 million/month
- **5% of global organizations (B2B):** $2,900,000 \times \$370 = \$1,073 \text{ million/month}$
(~\$1.073 billion)

Total SAM: \$1,131 million/month (~\$1.13 billion)

Updated Step 5 – SOM (Serviceable Obtainable Market)

- Assume 5% of SAM → \$56.55 million/month
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Updated Summary Table (International Market, 58M B2B Assumption)

Metric	B2C (Individuals)	B2B (Companies)	Total
TAM	\$580M	\$21,460M	\$22,040M
SAM	\$58M	\$1,073M	\$1,131M
SOM	\$2.9M	\$53.65M	\$56.55M