

Step 1 – Define the Market

- **Total Deaf / LSA users in Algeria:** ~480,000
- **People with disabilities facing communication issues:** ~32% of 2,000,000 → ~640,000

We'll focus on **deaf users and institutions needing sign-to-text solutions.**

Step 2 – Pricing Assumptions

- **B2C (individuals):** 1,500 DZD/month → ~\$11 USD/month
 - **B2B (small companies/institutions):** 10,000 DZD/month → ~\$74 USD/month
 - **B2B (large institutions):** 50,000 DZD/month → ~\$370 USD/month
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Step 3 – TAM (Total Addressable Market)

TAM = Total market if everyone buys/subscribes.

- **Individuals (B2C):** $480,000 \times 1,500 \text{ DZD/month} = 720,000,000 \text{ DZD/month} \rightarrow \$5.3 \text{ million/month}$
- **Companies & Institutions (B2B):** Assume 5,000 potential organizations $\times 50,000 \text{ DZD/month} = 250,000,000 \text{ DZD/month} \rightarrow \$1.85 \text{ million/month}$

Total TAM:

- **DZD:** 970,000,000 DZD/month
 - **USD:** ~\$7.15 million/month
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Step 4 – SAM (Serviceable Available Market)

SAM = Market you can realistically target initially.

- Assume **20% of deaf individuals** start in the first phase → 96,000 B2C users
- Assume **30% of institutions** → 1,500 B2B organizations

SAM Calculation:

- **B2C:** $96,000 \times 1,500 \text{ DZD} = 144,000,000 \text{ DZD/month}$ ($\sim \$1.06 \text{ million}$)
- **B2B:** $1,500 \times 50,000 \text{ DZD} = 75,000,000 \text{ DZD/month}$ ($\sim \$555,000$)

Total SAM:

- **DZD:** 219,000,000 DZD/month
 - **USD:** $\sim \$1.62 \text{ million/month}$
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Step 5 – SOM (Serviceable Obtainable Market)

SOM = Market share you can realistically capture in the first year.

- Assume **10% of SAM**

SOM Calculation:

- **DZD:** 21,900,000 DZD/month
 - **USD:** $\sim \$162,000/\text{month}$
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Summary Table

Metric	B2C (Individuals)	B2B (Companies)	Total
TAM	720,000,000 DZD (\$5.3M)	250,000,000 DZD (\$1.85M)	970,000,000 DZD (\$7.15M)
SAM	144,000,000 DZD (\$1.06M)	75,000,000 DZD (\$555k)	219,000,000 DZD (\$1.62M)

SOM 14,400,000 DZD (\$106k) 7,500,000 DZD (\$55k) 21,900,000 DZD (\$162k)