Chess Game Visualizer & Memorables

Executive Summary

The Chess Game Visualizer transforms annotated chess games into collectible, color-coded artworks. By combining chess analysis, data visualization, and personalized wall art, the product unlocks a new monetization layer within the global chess ecosystem.

Global Chess Market Context

Chess is played by an estimated 600–800 million people globally, with over 200 million digitally registered players. The monetized chess economy—spanning physical goods, digital subscriptions, and education—is estimated between $2.6B and $3.3B annually.

Adjacent Spend Categories

Market	Estimated Size
Global Chess Market	$2.6B – $3.3B
Personalized Gifts	$30B+
Wall Art	$60B+

Bottom-Up Product TAM (Prints)

Using conservative assumptions: 50M engaged chess players globally, with 5–10% converting to a paid physical print at an average selling price of $49.

Scenario	Buyers	ASP	TAM
Low Case	2.5M	$49	$122.5M
High Case	5.0M	$49	$245.0M

TAM Expansion: Game Books (Roadmap)

A planned premium book product compiling multiple games introduces an additional upsell layer. Assuming 20% adoption among print buyers at a $99 price point, this adds $50M–$100M in TAM.

Total Addressable Market Summary

Layer	TAM
Prints (Current)	$120M – $250M
Books (Future)	$50M – $100M
Total Expanded TAM	$170M – $350M

Investor Takeaway

The Chess Game Visualizer establishes a new category: turning intellectual achievement into permanent cultural artifacts. With a clear free-to-paid funnel, strong emotional purchase drivers, and a defensible niche TAM exceeding $170M, the product is well-positioned for seed and Series A scale.