



CONSUMER SEGMENTS

PRODUCER SEGMENTS



MONETIZATION  
STRATEGIES

TOTAL ADDRESSABLE MARKET (TAM)

SPENDINGS

RATIO

SERVICEABLE ADDRESSABLE MARKET (SAM)

RATIO

SPENDINGS

RATIO

SERVICEABLE OBTAINABLE MARKET (SOM)

RATIO

SPENDINGS

RATIO

SOLUTION  
STACK

ENG



MARKET SIZING v5.0



Part of the Platform Innovation Kit - the toolset for the platform generation  
Download at [www.platforminnovationkit.com](http://www.platforminnovationkit.com)  
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TITLE

