Case Competition Market Sizing Tool (TAM, SAM, SOM)

Overview

Total Addressable Market (TAM), Serviceable Available Market (SAM), and Serviceable Obtainable Market (SOM)

Example Data Provided

To demonstrate the market sizing for case competition resources, the spreadsheet comes pre-filled with example assumptions. For instance, it starts with an estimated 254,000,000 students globally as the broad market. We assume 3% of these students are interested in business case competitions, and that 50% of those interested will actively seek online resources for case competitions. Finally, we assume the website could capture 10% of that serviceable market. These example values are based on plausible estimates (you can of course modify them) – they result in a sample calculation where: TAM ≈ 7.6 million students (total potential users interested in case comps) SAM ≈ 3.8 million students (those actively seeking resources that the site can serve) SOM ≈ 0.38 million students (the share the site might realistically obtain) This scenario is just illustrative. All figures and percentages are editable so you can input your own market research data or assumptions.

Editable Input Fields

All key assumptions are in clearly marked, editable cells. In the "Input Assumptions" section (highlighted in yellow on the first sheet), you will find fields for: Total number of students (the broad base of potential users) % of students interested in case competitions (to narrow down TAM) % of interested students who actively seek case comp resources (to derive SAM) % of the serviceable market you expect to capture (to estimate SOM) You can change any of these inputs (the yellow cells) to suit your target audience or specific niche segment. The sheet is set up to auto-recalculate once you edit these values – there is no need to manually adjust any formulas. For example, if you want to size the market for a specific country or change the assumed interest rate, simply edit those percentages or numbers, and the TAM, SAM, SOM outputs will update immediately.

Automatic TAM, SAM, SOM Calculations

The tool uses standard formulas to compute TAM, SAM, and SOM from your inputs: TAM is calculated as Total Students × % Interested. This represents the total potential market of students who could be users of case competition resources. SAM is calculated as TAM × % Actively Seeking Resources. This yields the portion of TAM that is serviceable – in other words, the subset of students actually reachable by an online resource (the effective audience you can target). SOM is calculated as SAM × % Capture (Market Share). This gives the obtainable market share – the number of users you realistically aim to acquire from the serviceable market. These formulas are already set up in the sheet (in the gray output cells), so they will recalc automatically whenever you change an assumption. The output cells for TAM, SAM, SOM are color-coded in gray (non-editable) to distinguish them from inputs. You don't have to modify these cells – they display the results computed by the formulas.

Educational Notes and Definitions

To ensure clarity, the Excel file includes a dedicated "Notes" sheet with clear explanations of TAM, SAM, and SOM concepts, and a walkthrough of how the example numbers were derived. Each term is defined in plain language (with formulas), so even users new to market sizing can understand: TAM (Total Addressable Market) – the entire potential market for the service, assuming no limitations. In our context, this is all students interested in case competitions (the maximum number of possible users of the website). SAM (Serviceable Available Market) – the portion of that total market that is realistically within reach given the service's constraints (e.g. those actively looking for online case comp resources that our site can serve). SOM (Serviceable Obtainable Market) – the subset of the SAM that you can actually capture – essentially your target market share under current conditions. The notes sheet not only defines these terms (in line with standard definitions), but also explains how we arrived at the example values (showing the math: for instance, how 3% of 254 million leads to the TAM figure, etc.). It provides guidance on adjusting the inputs – for example, suggesting you ensure your percentages are realistic and noting that these metrics help validate the market size for your niche idea. (These TAM/SAM/SOM metrics are

Visual Market Breakdown Chart

To make the market composition easy to visualize, the tool includes a pie chart that shows the relative sizes of TAM, SAM, and SOM segments. The chart is located on the main sheet and automatically updates with your inputs: The green slice represents the SOM – the portion of the market you plan to capture (your share). The orange slice represents the remaining SAM – the reachable market that is not captured by you (these are potential users you haven't acquired yet). The gray slice represents the part of TAM outside your serviceable market – people who are interested in case competitions but currently beyond your reach (due to language, geography, or other factors). This visual aid lets you instantly gauge the scale of your obtainable market relative to the total opportunity. For example, in the default scenario, the green segment is quite small, highlighting that only a fraction of all interested students might become users initially. You can visually present how an increase in your capture rate or an expanded serviceable segment would enlarge the green/orange portions of the pie.