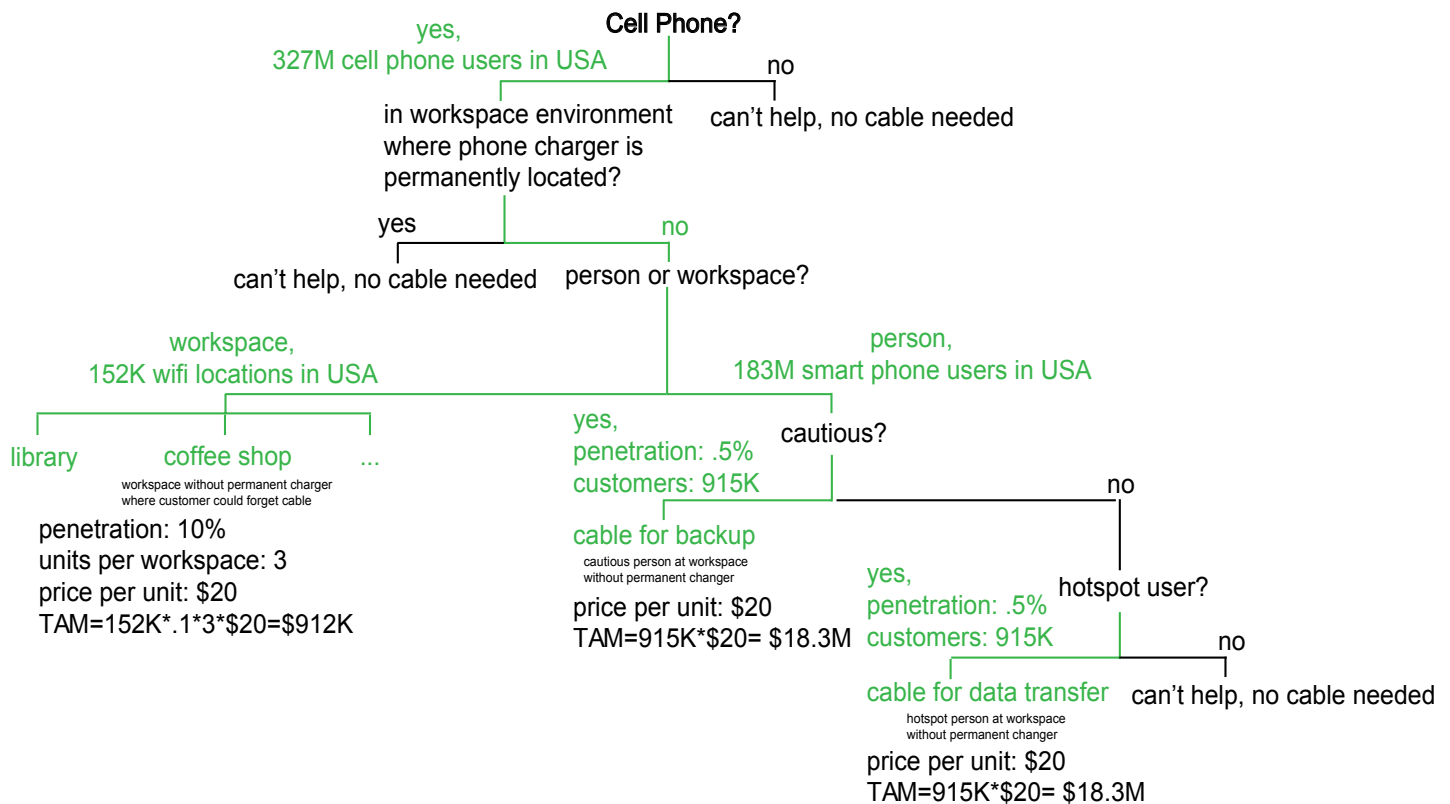


Total Addressable Market:



The total addressable market was derived from the Market Segmentation Tree. Market research was done on the internet to identify the size of each market segment. Internet URLs were attached to the Total Addressable Market tree to reference the website that has the market information.

Cautious users and hotspot users were estimated from the interviews, 1 in 10 (10%) were cautious and 1 in 10 (10%) were hotspot users. I was cautious, as well, and assumed the penetration for these 2 markets would be 1 in 200 (.5%). The market price for the competitor's product on amazon was \$19. The number of units that a workspace would purchase was taken from the interview with a librarian.

The beachhead market will be either: the cautious user or the hotspot user. I will focus on the hotspot user.