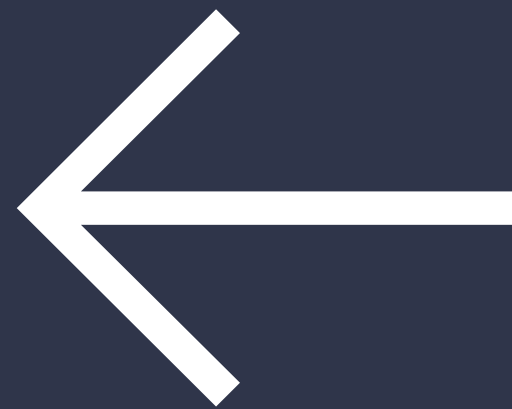


**"HOW DO I
CALCULATE THE
SIZE OF MY
MARKET?"**



THERE ARE
TWO WAYS
YOU CAN
DO THAT

THE FIRST WAY IS CALLED THE **TOP DOWN** METHOD



The Top Down method refers to your understanding that the global market size for what you're going after is X



e.g. The global market size for pet food is 110 billion USD

Remember, Google is
your best friend

You can search for this,
and Google will give you
a basic idea of how big
the market that you're
going after is





THE SECOND METHOD IS CALLED **BOTTOMS UP**

sorry, but it doesn't involve happy hour

The bottoms ups method means you know that for each unit that you're going to sell, you will charge the X amount of money for it

Then you know that there are Y
number of potential customers out
there in the world for what you're
selling

Adding up these numbers will give you an approximation of the market size you want to enter with your new product

WHY DO YOU
NEED ALL THIS?

Well, if you find out that the market you wanted to address is too small, that translates into going **back to the drawing board**

That's because you will not be able to
generate a sustainable revenue to grow
your new business idea

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HACKS

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