

Total Addressable Market (TAM)

The overall revenue opportunity available to a product if 100% market share is achieved (no competition and no constraints).

Serviceable Available Market (SAM)

A refined subset of your TAM representing customers you could theoretically serve.

Serviceable Obtainable Market (TOM)

The subset of your SAM that you might realistically get to use your product. You must consider your competition, value proposition, relative price, and resource constraints.

	A	B	C	D	E	F	G	H
1	Opportunity to add value (%)							
2								
3	Customer	Low price	Content for kids	Sports events	Concerts	Movies	Easy to use	Mobile devices
4	Customer 1	10	20	90	80	20	30	60
5	Customer 2	20	90	20	30	30	20	30
6	Customer 3	30	20	0	0	50	20	10
7	Customer 4	20	40	20	30	30	10	60
8	Customer 5	10	70	0	0	30	20	30
9	Customer 6	30	90	20	30	20	40	40
10	Customer 7	20	30	90	20	30	20	20
11	Customer 8	40	20	30	0	20	30	50
12	Customer 9	10	10	90	70	10	30	60

"You live only once."

Bio
She graduated from art school. Currently works in a agency, but aspires to become solo entrepreneur.
She lives in a rented apartment with her partner. When she is not working she enjoys reading magazines and watching series.

Brands

Motivations

Necessity:

Price:

Comfort:

Convenience:

Speed:

Personality

Introvert:

Passive:

Analytical:

Extrovert:

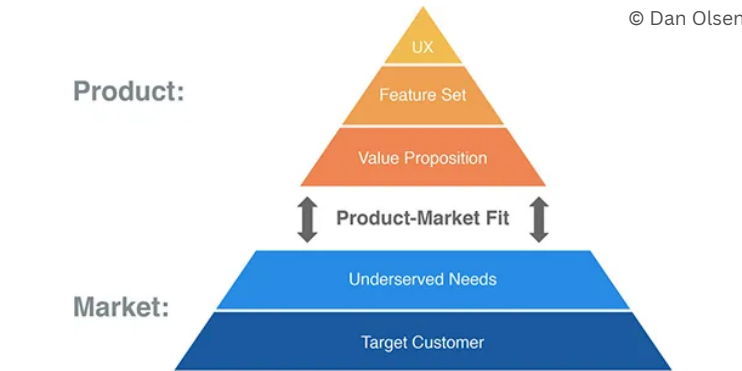
Active:

Creative:

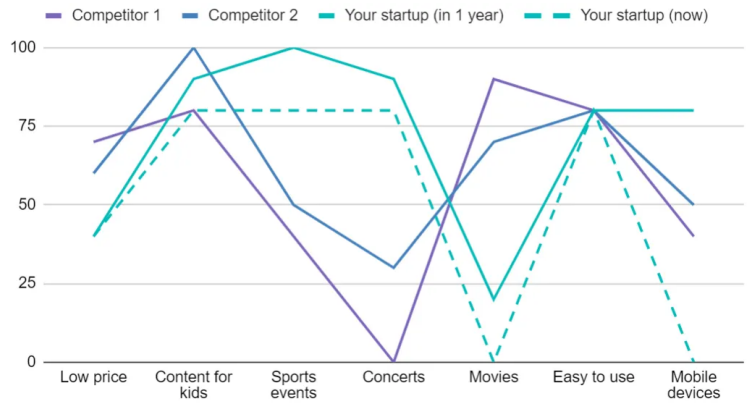
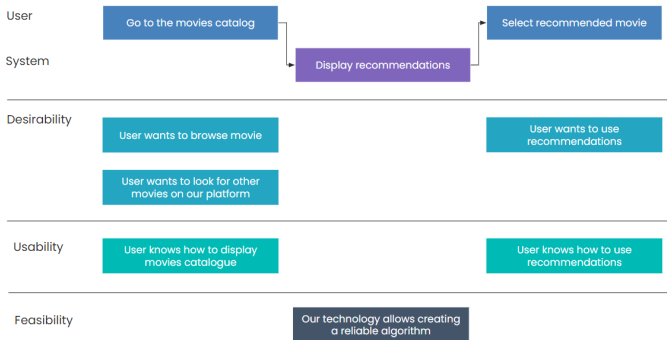
Needs, Goals, Pains

Lorem ipsum

Comment	Competing factor	Competitor 1	Competitor 2	Your startup (in 1 year)	Your startup (now)
Price sensitivity	Low price	70	60	40	40
Must have (9/10)	Content for kids	80	100	90	80
Underserved need	Sports events	40	50	100	80
Underserved need	Concerts	0	30	90	80
Low importance (3/10)	Movies	90	70	20	0
Must have (8/10)	Easy to use	80	80	80	80
Should have (6/10)	Mobile devices	40	50	80	0

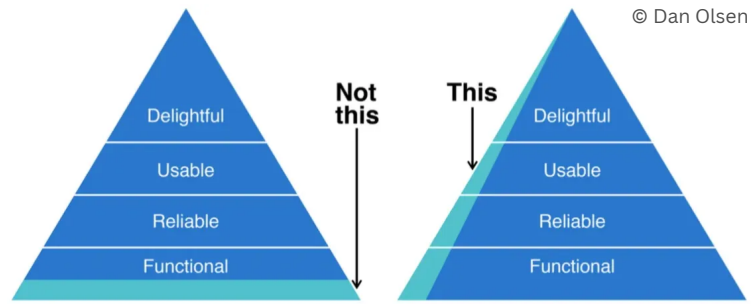


USER STORY MAP: [Name] (TO GENERATE TESTABLE ASSUMPTIONS)



Active	Board	Archive	Filter
Aa Name		Σ Opportunity to add value	➤ Solution ideas
▼ I can't find content for kids		10	
My kids can see inappropriate content		10	Age restrictions for all videos Mobile approvals
I feel disturbed by other content		9	A dedicated "Kids mode" User can define and select custom context filters
There is not enough content for kids		8	

My kids can see inappropriate content	1	...	+
Aa Name	# Est. cost (1-10)	Σ Opp./cost	➤ Hypotheses
Age restrictions for all videos	2	5	We can create a reliable algorithm to show similar ideas Users will want to specify the age of their kids



Lean Canvas

[Product Name] Designed for: Date:

PROBLEM A few key customer needs (Opportunities) that your product aims to address.	SOLUTION Proposed solution for the customer needs you've identified. KEY METRICS A few key metrics that will tell you how your business is doing. See North Star Metric and OKM.	UNIQUE VALUE PROPOSITION How well are you going to solve each of those problems? You might use a Value Curve to compare your Value Proposition with other competitors.	UNFAIR ADVANTAGE Something that cannot easily be copied or bought. It's more elements of strategy than part of a business model. CHANNELS How are you going to reach customers? Do you need partners, resellers? What marketing channels might be the most effective (e.g., Ads)?	CUSTOMER SEGMENTS Where do they live? What's their personality? How do they spend their time? What brands do they identify with? What are their political views? What is their typical age, gender, and education?
COST STRUCTURE All costs associated with running the business: Employees, Office, Hardware, Travels, Licences etc.		REVENUE STREAMS How exactly are you going to make money? Do you have a Pricing Strategy? What incomes you might expect?		

Learning Card

Insight Name: Date of Learning:

Person Responsible:

STEP 1: HYPOTHESIS
We believed that

STEP 2: OBSERVATION
We observed

STEP 3: LEARNINGS AND INSIGHTS
From that we learned that

STEP 4: DECISIONS AND ACTIONS
Therefore, we will

Data Reliability:

Action Required:

Test Card

Test Name: Deadline:

Assigned to: Duration:

STEP 1: HYPOTHESIS
We believe that

STEP 2: TEST
To verify that, we will

STEP 3: METRIC
And measure

STEP 4: CRITERIA
We are right if

Critical:

Test Cost:

Data Reliability:

Time Required: