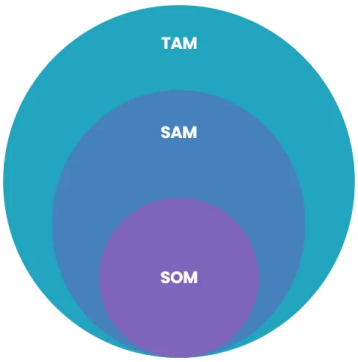


Total Addressable Market (TAM)

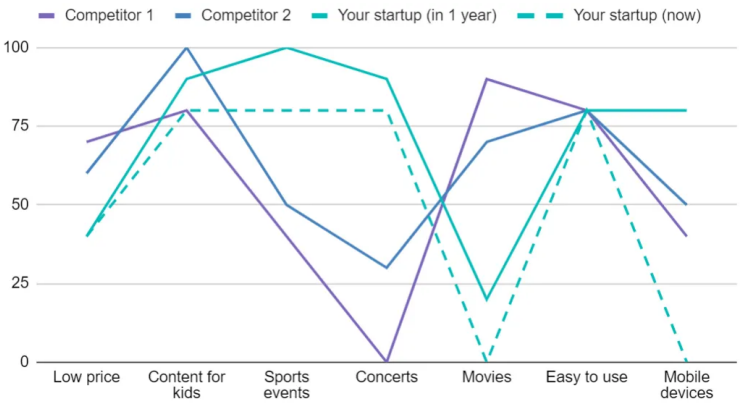
The overall revenue opportunity available to a product if 100% market share is achieved (no competition and no constraints).

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

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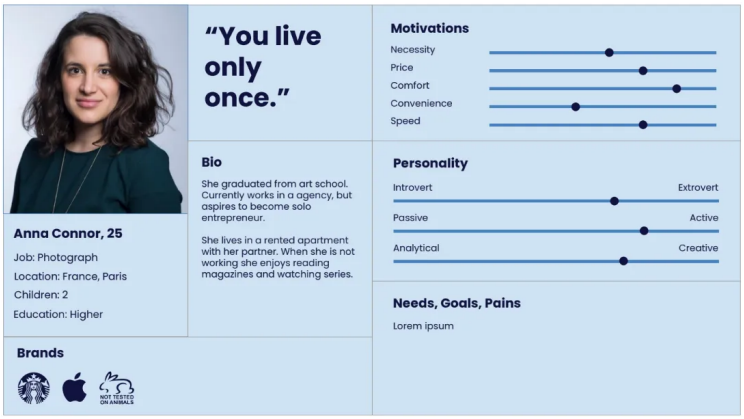
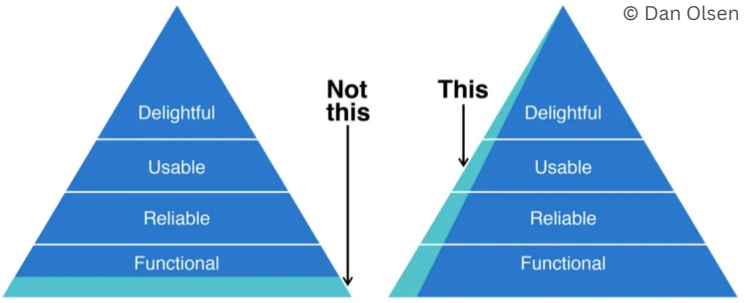
Aa Name	Σ Opportunity to add value	↗ Solution ideas
▼ I can't find content for kids	10	
My kids can see inapropiate content	10	Age restrictions for all videos Mobile approvals
I feel disturbed by other content	9	A dedicated "Kids mode" User can define and select custom context filters
There is not enough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

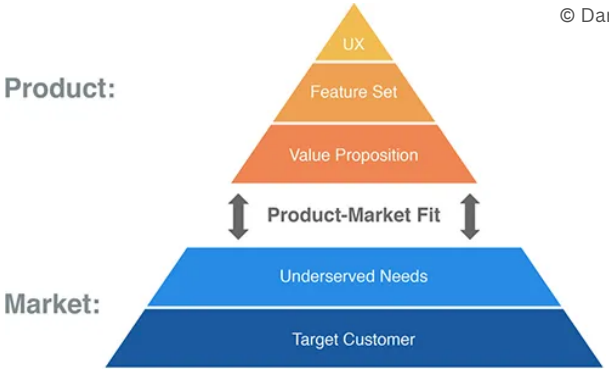


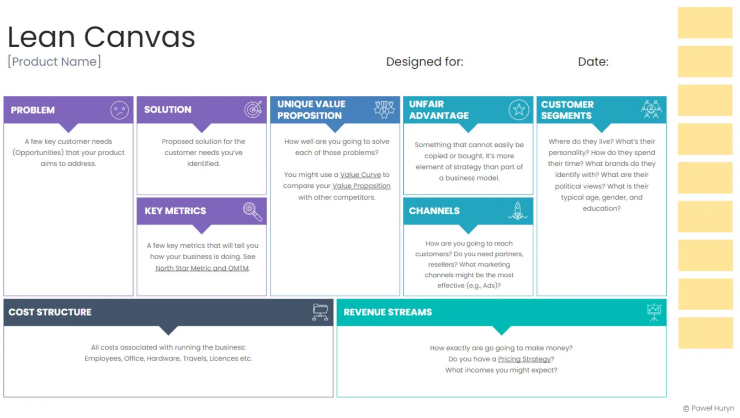
My kids can see inapropiate content 1 + ...

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 specifiy the age of their kids



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)