

Market

Our **total market is over 450 million from disconnected social media users**. The initial focus is on users already looking to reconnect with their circles and families, representing a **\$4.2 million/year opportunity**.

TAM

Total Addressable Market

= **\$450M**

5% of 5 billion social media users at 3% conversion to premium

SAM

Serviceable Addressable Market

= **\$4.2M**

20% of 35M diaspora converting at 3% to premium

SOM

Serviceable Obtainable

= **\$60K**

Syed family members 100,000 signups converting at 3% to premium