

BEACHHEAD TAM

Calculate Your Beachhead TAM

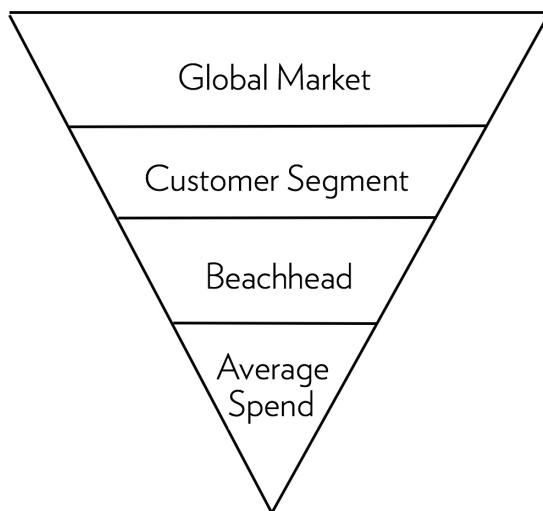
A

BOTTOM-UP APPROACH:

| # OF END USERS | AMOUNT SPENT ANNUALLY: | TOTAL: |
|---|------------------------|--------------|
| 1. Ryerson University (35,166 x %86) | \$140.00 | \$4,233,986 |
| 2. UofT (60,595 x % 72) | \$140.00 | \$6,107,976 |
| 3. York U (52,300 x %89) | \$140.00 | \$5,604,258 |
| 4. | | |
| 5. | | |
| BOTTOM-UP BEACHHEAD TOTAL ADDRESSABLE MARKET: | | \$15,946,220 |

B

TOP-DOWN APPROACH:



| | |
|--|--------------|
| Young Adults | 1.8 Billion |
| Young Adults in Toronto | 411,945 |
| Post Secondary Students in Toronto | 230,742 |
| Average Spend | \$140.00 |
| TOP DOWN BEACHHEAD TOTAL ADDRESSABLE MARKET: | \$32,304,020 |