



Exclusively Prepared For

Testing

March 1, 2015

Confidential

Copyright © 2014 Boldmore Growth Partners, LLC. All rights reserved.

Category	Needs Improvement	Excellent	Percent
● Overall	<div></div>		30% <div></div>
● Industry / Market	<div></div>		40% <div></div>
● Addressable Market	<div></div>		40% <div></div>

KEY PRINCIPLE

What is the size of that portion of the market that is likely to have an interest in the offering?

DEFINITION

The "addressable market" is size of the market that is likely to have an interest in what you have to offer. It is that portion of the market that you are ready, willing, and able to serve.

WHY THIS MATTERS

The larger your potential market, the better the opportunity. The larger the market, the easier it will be for you to enter the market and carve out a sufficient amount of business in order to have a viable opportunity.

A very small addressable market can be very problematic. For example, if the addressable market calculations indicate \$5m and taking a reasonable assumption that it is unlikely to enter a market and capture more than 10% market share, then the total potential Revenue for the opportunity is only \$500k ($\$5\text{m} \times 10\% \text{ market share} = \500k). Further, since a reasonable average Earnings for any opportunity is 10% of Revenue, that means the \$5m addressable market would only produce a maximum Earnings of only \$50k ($\$5\text{m} \times 10\% \text{ market share} = \text{Revenue of } \$500\text{k} \times \text{Earnings of } 10\% = \50k). Obviously that would not be a very exciting opportunity to pursue.

ANSWER

 Very small addressable market size (<\$5 million)

 Small addressable market size (\$5 million - \$25 million)

 Medium addressable market size (\$25 million - \$100 million)

 Large addressable market size (\$100 million - \$1 billion)

 Very large addressable market size (>\$1 billion)

HOW YOU ANSWERED

Score By Category	Needs Improvement	Excellent	Percent
Opportunity			40%
Industry / Market			40%
Addressable Market			40%

