

MARKET SIZING

Use this exercise to estimate the proportion of the market you will need to reach in order to achieve scale.

INSTRUCTIONS

- ▶ Choose the geography/market you are sizing, e.g., India
- ▶ Research the size of the potential market and the current market for your product/service category
- ▶ Decide on what percentage of the market you believe you can gain as a market share when at full scale

MARKET SEGMENT	DESCRIPTION	NUMBER
Total potential market	All Value Consumers in your chosen geography/market	
Total current market	Number of paying customers	
Total target market share (e.g., 25%)	The percentage of this market that you are aiming to reach	
Target market needed to achieve scale	84% of target market share (all the market except laggards) you are targeting	
Innovator and early adopter market before reaching the early majority	16% of target market share	