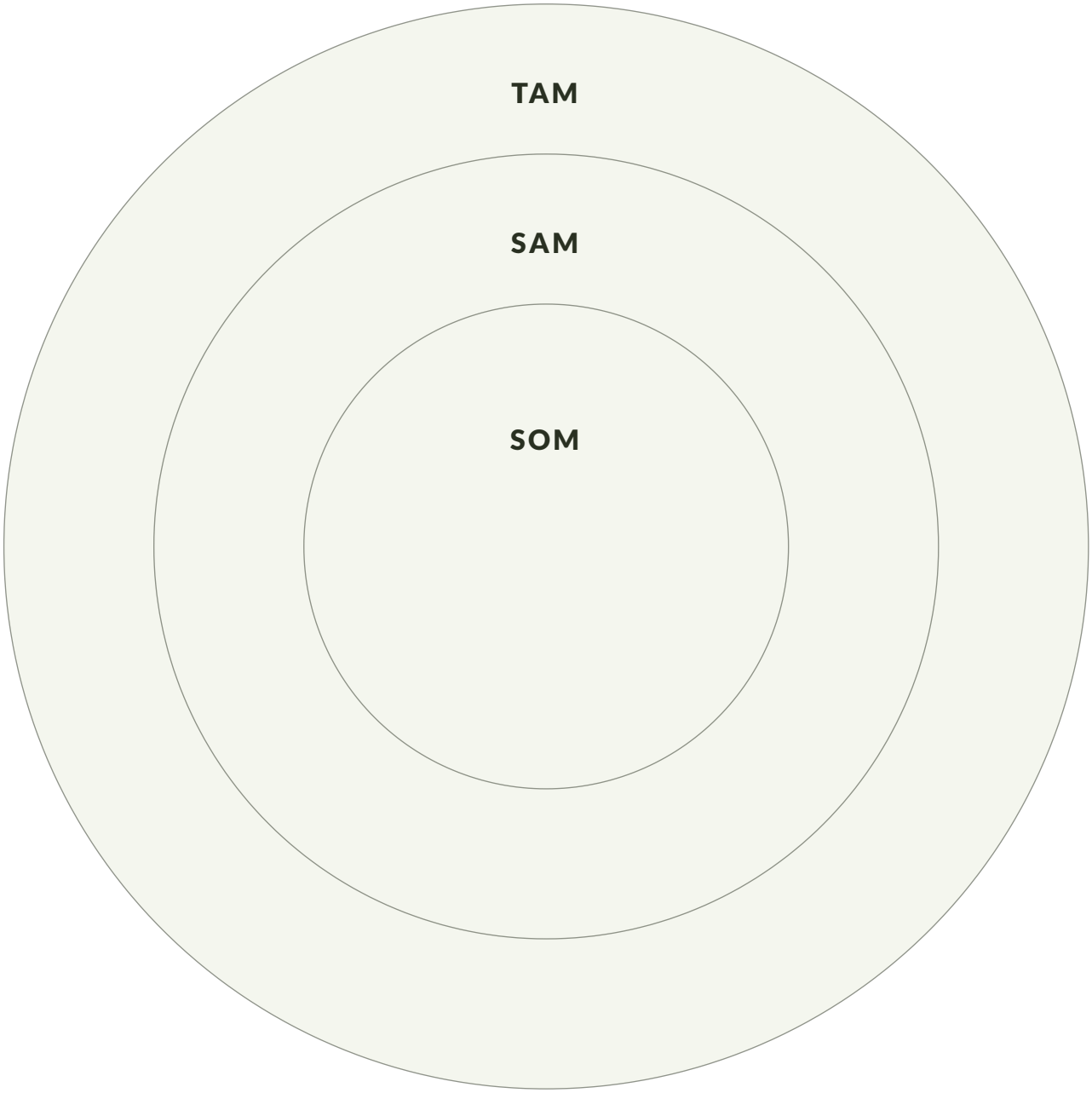
TAM SAM SOM

A market-sizing tool: how big the opportunity is, how much of it you can serve, and how much you can realistically win. Origin: venture capital and strategy practice (no single author)



- **TAM:** Total Addressable Market - the total annual spend on the problem you solve, defined by the problem rather than your product category. Include the unit and the source.
- **SAM:** Serviceable Addressable Market - the part of TAM your product, price, channels and geography can actually serve. Built from named filters.
- **SOM:** Serviceable Obtainable Market - the share of SAM you can realistically win in three to five years, built bottom-up from your go-to-market capacity.