Webinar

Market Sizing: TAM / SAM / SOM – A Quantitative Approach

- Mithun A. Sridharan
- 19 Jul 2026
- 2 minute(s)

Virtual event

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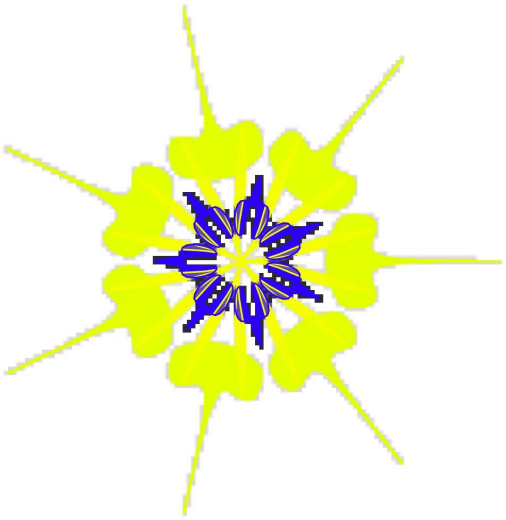

Webinar: Market Sizing: TAM / SAM / SOM – A Quantitative Approach

Start

Thursday, September 3, 2026 - 17:00

End

Thursday, September 3, 2026 - 18:30

Type

Virtual

Registration Required

Yes

Price

0 €

Location

Register on Microsoft Teams

Why Should You Participate?

Learn how to size your market using TAM, SAM, and SOM in a rigorous, numbers-driven way. This webinar combines clear theory with a live, step-by-step Excel case study so you can build robust market sizing models for pitches, business cases, and go-to-market decisions.

Accurate market sizing is a cornerstone of credible strategy, fundraising, and product decision-making, yet many teams still rely on rough guesses or inflated top-down estimates. This webinar gives you a practical, quantitative approach to market sizing using the TAM / SAM / SOM framework.

We start with crisp definitions of Total Addressable Market (TAM), Serviceable Available Market (SAM), and Serviceable Obtainable Market (SOM), and show when each matters for investors, internal stakeholders, and strategic planning. You will see the difference between top-down, bottom-up, and hybrid approaches, and learn when to use each.

From there, we move into a live Excel walkthrough of a complete market sizing case. You

will watch how to translate real-world data, segmentation choices, pricing, and adoption assumptions into a structured model that connects directly to revenue potential. We will cover how to design inputs, link worksheets, and keep the logic transparent so that others can audit and trust your numbers.

Throughout the session, we highlight common pitfalls, such as double-counting segments, over-estimating penetration, or using broad industry figures without clear filters, and show practical ways to stress-test and refine your model. You will leave with an Excel template that you can adapt to your own product, geography, and go-to-market strategy.

The tone is hands-on and application-focused: you will not just hear concepts, you will see them implemented end-to-end in a realistic scenario and understand how to defend your assumptions and outputs to demanding stakeholders.

Who should attend?

- Founders and entrepreneurs preparing investor pitches or business plans that require defensible market sizing
- Strategy, product, and innovation managers assessing new markets or portfolio opportunities
- Business analysts and consultants building TAM/SAM/SOM models for clients or internal projects
- Finance professionals and controllers supporting valuation, revenue modeling, or capital allocation

Key take-aways

- Clear, practical understanding of TAM, SAM, SOM and when each is most useful
- Ability to choose and justify top-down, bottom-up, or hybrid market sizing approaches
- Hands-on experience building a complete market sizing model in Excel using a real case study
- A reusable Excel template for structuring TAM/SAM/SOM analyses for your own business
- Techniques to validate assumptions, avoid common sizing errors, and strengthen credibility with investors and leadership

- A checklist for presenting market sizing results clearly in pitch decks and strategy documents

Speaker

Mithun A. Sridharan Thought Leader

I'm Mithun A. Sridharan, Founder of this website - Think Insights - on Strategy, Management Consulting, Leadership, Digital Transformation, and Data Literacy. Follow me on social media or connect with me on LinkedIn for updates.

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