

# Market Size Estimate



ClientPlaza is used by people and businesses; revenue comes from Service Providers. Therefore, Market numbers are comprised of Clients (people & businesses) and Service Providers. Remember, Service Providers are also Clients sometimes, because they use Services, too.

**Daily Revenue at 60% Saturation of Initial Target Market: \$288,000**

## TAM (Total Addressable Market)

Clients:

Service Providers:

Canada/US:	1,200,000 Service Providers (US Census Bureau + 10%) 8,085,000 Business Establishments (US Census + 10%) 300,000,000 People
Europe:	9,000,000 Service Providers 20,000,000 Business Establishments 700,000,000 People
North Asia:	Not relevant yet
South Asia:	800,000 Service Providers 2,500,000 Business Establishments 1,200,000,000 People
Australasia:	Not relevant yet, except Australia (English & culture)
Central & South America:	Not relevant yet
Africa & Middle East:	Not yet sufficiently connected

## SAM (Served Addressable Market)

Canada/US Only:	400,000 Service Providers 3,000,000 Businesses Who Use Other Services 200,000,000 Connected Adults
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Market view:

### **1 Service in 1 metro is 1 "Mini-Market"**

ClientPlaza engages 300 types of Service

There are 300 metro areas in Canada/US

Therefore, SAM is 90,000 "Mini-Markets"

E.g.: "Auto Repair in Memphis, TN"

## Target Market (Initial)

All 300 Canada/US metro areas are initially targetable.

About 40 Services are initially targetable (of 300).

**Therefore, 12,000 Mini-Markets are initially targetable. (300 metros \* 40 services)**

Reasonable Initial Target Market saturation level is seen as 80% of Target Market

### Note 1:

Marketing Plan grows ClientPlaza activity in select Mini-Markets first.

Initial Target Market will be 80% developed after about 18 months with \$750,000 Investment.

### Note 2:

Average revenue per Service Request is **\$20.00**

Market saturation precipitates 2 Requests for Service per day, on average, from each of 12,000 "Mini-Markets"

**Therefore, at 60% of Initial Target Market Saturation, daily revenue is \$288,000.**

Metro Areas (Canada/US)	300
Services Marketed To, Initial	40
"Mini-Markets"	12000 (300*40)
Requests/Day per "Mini-Market" On Average	2
Revenue/Day: Initial Target Mkt Saturation	480,000 (12000*2*\$20)
<b>Revenue/Day:</b> At 60% Saturation of Initial Target Mkt	<b>288,000</b> (480,000*0.60)