



# Defining your TAM, SAM, SOM

TAM/SAM/SOM analysis can help to define the size of your market opportunity. It brings focus and clarity to your commercial strategy, helping you align teams, messaging, and resources.

Use this document as a workshop template to guide internal thinking or strategic discussions with advisors.

1

Position your solution in the journey

**Questions to ask:**

- At what point in the patient journey does our solution matter?
- Is our product used in primary care, specialist care, employer settings, or self-management?
- Are we targeting patients, providers, payers/employers, or all three?

*Example: Digital behaviour change companion for GLP-1 users in primary care.*

2

Define your TAM

**Definition:** Everyone who *could* benefit from your solution if access and awareness were universal.

**Inputs to consider:**

- Epidemiological data (e.g., obesity rates)
- Clinical guidelines and eligibility for drug use
- Global or national prevalence rates

**Worksheet:**

- Total eligible population: \_\_\_\_\_
- % with access to relevant treatment: \_\_\_\_\_
- Broad use-case assumptions: \_\_\_\_\_





## 3

## Define your SAM

**Definition:** The part of TAM your business model, tech, and team can serve today.

**Inputs to consider:**

- Geography or health system focus
- Access to digital tools/platforms
- Channels (e.g., B2B2C via employers or payers)

**Worksheet:**

- Target countries/regions: \_\_\_\_\_
- Service delivery setting: \_\_\_\_\_
- Key assumptions (language, device access, digital literacy):  
\_\_\_\_\_

The reachable waters



## 4

## Define your SOM

**Definition:** The portion of your SAM you can realistically reach and convert in the next 12-24 months.

**Inputs to consider:**

- Pilots, partnerships, and relationships already in motion
- Marketing and sales capacity
- Regulatory or procurement pathways

**Worksheet:**

- Initial commercial focus: \_\_\_\_\_
- Known buyer segments: \_\_\_\_\_
- Capacity to serve (# orgs, users, or regions): \_\_\_\_\_

Your swimming lane



Use this exercise template not just to estimate numbers, but to drive strategic choices:

- Who will you build for first?
- Where is your message clearest and traction strongest?
- What will you say “no” to — for now?

**Strategic clarity is the tide that lifts all boats.**

Need help sense-checking your work? Book a working session or use this as the basis for team alignment.