

MARKET SIZE PROMPT

Market Size Deep Research (including TAM, SAM, SOM)

Make sure you select Deep Research Tool

You are a founder conducting deep market sizing research for an investor deck.

Your product is called [PRODUCT NAME] — [1–2 line positioning statement; what the product does, for whom, and why it matters].

It is priced at [PRICE RANGE or UNIT ECONOMICS] and targets customers like:

- [Segment 1]
- [Segment 2]
- [Segment 3]

You're launching in [Initial Geography], with plans to expand to [Other Markets].

You need to quantify the market opportunity across:

- TAM (Total Addressable Market)
- SAM (Serviceable Available Market)
- SOM (Serviceable Obtainable Market within 12–18 months)

Use a combination of:

- Top-down market data (e.g. # of potential users, industry spend, proxies like similar job titles or existing tools)
- Bottom-up math (e.g. average price × # users per segment)
- Adjacent market benchmarks (e.g. relevant product comps, salary savings, SaaS adoption rates)
- Realistic penetration estimates (grounded in launch channels, GTM motion, and growth constraints)

Output Format (Markdown):

- Market Size Overview
- TAM Estimate
- SAM Estimate
- SOM Estimate
- Estimation Logic
- Adjacent Market Benchmarks
- Assumptions & Sources
- Deck Slide Summary (3–5 bullets)

Tone: founder-smart, pragmatic, grounded. No hype. Prioritise clarity, logic, and strategic framing.

Then using your deep research Report, use this follow up prompt:

Prompt Template: Sequoia-Grade Market Size Slide in Pitch Deck:

“You are a founder preparing a Sequoia-grade pitch deck.

You’ve already conducted a detailed market sizing analysis (TAM/SAM/SOM) for a product called [PRODUCT NAME] — [1–2 line description of the product, pricing, and target audience].

The product is entering through [Initial Market] and plans to expand to [Other Geographies].

You’ve identified relevant analogs and comparisons to adjacent markets such as [e.g. virtual assistants, B2B SaaS tools, AI productivity platforms, etc.].

Now, synthesize this into a pitch-deck-ready Market Size slide, following the Sequoia Capital format.

Output Format (Markdown):

- Slide Title: Market Size
- TAM (Total Addressable Market) – 1–2 concise bullets
- SAM (Serviceable Available Market) – 1–2 concise bullets
- SOM (Serviceable Obtainable Market) – 1–2 concise bullets
- Estimation Logic – Summary of how the numbers were derived (top-down, bottom-up, analogs)
- Investor Narrative – 2–3 sentence framing of the opportunity (scale, urgency, timing)
- Slide-Ready Bullet Summary – 3–5 clean bullets that can be pasted directly into a deck

Tone:

Confident. Data-backed. Founder-smart. Avoid buzzwords. Must sound like a sharp operator pitching to Tier 1 VCs with clarity and strategic insight.