## Total Addressable Market Mapping

## **Target Market:**

This includes all products that your company makes and markets today, and the customers or consumers you serve.

## Serviceable Market:

This includes new audiences your company could reach in the future by shifting positioning or expanding offerings without significant investment or long timeframes.

## Addressable Market:

This includes adjacent audiences or industries that your company could reasonably serve via new product, service or experience innovation.



