Case Study

PROJECT OVERVIEW

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Performing a Market Sizing Analysis for a Rapidly Growing Business

A young and growing technology company was looking into strategic growth to capture untapped market share in a rapidly evolving industry. The client engaged Clarkston to better understand the revenue opportunity and asked Clarkston to provide a view into its Total Addressable Market (TAM), Serviceable Addressable Market (SAM), and Serviceable Obtainable Market (SOM) for its main product, as well as generate a comprehensive listing of targets (potential customers) the client could prioritize to capture in the short term.

Clarkston performed a market sizing analysis showing the expected market size of the client's business, as well as the realistic portion of the market that could be obtained in the next three years, helping justify future resources and additional capital that will be needed for their anticipated growth.

Clarkston leveraged several components from the market sizing analysis and used them as search criteria to develop a list of target companies. Clarkston worked with the client to select a set of attributes and other strategic qualifiers to filter the list down to a subset of companies that can be prioritized immediately, providing valuable insights into where sales efforts could be focused and begin driving the execution of securing new business.

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INDUSTRY:

Financial Services

PRODUCTS AND SERVICES :

Earned Wage Access (EWA)

PRIMARY OBJECTIVES:

- Understand the client's offerings, target markets, ideal customers, resource constraints, and growth horizon.
- Identify the revenue opportunity for the client's main product/service by providing a view into the Total Addressable Market (TAM), Serviceable Addressable Market (SAM), and Serviceable Obtainable Market (SOM).
- Generate a comprehensive listing of targets (potential customers) that the client could prioritize to capture in the short term.

RESOLUTION:

- Interviewed key stakeholders to better understand the client's main product/service, current and future target markets, ideal customers, internal resource constraints (i.e., number of sales reps), and future growth horizon.
- Performed an analysis on the client's current customer base, breaking down existing partners by industry, location, and market segment.
- Analyzed historical revenues by customer, industry, and market segment.
- Identified the client's organizational capacity to acquire new customers based on existing and expected sales reps, utilization, and other sales metrics.
- Performed TAM/SAM/SOM market sizing calculations that leveraged extensive market research to exclude non-target sectors and industries and factored in organizational constraints to determine the estimated revenue potential at each market level and, ultimately, the realistic portion of the market that can be obtained.
- Developed search criteria from the attributes and constraints used for the market sizing analysis to create a list of target companies within the client's markets.

KEY BENEFITS:

- A full understanding of the expected market size of the client's business by each of its customer segments that will support additional funding and help justify future resources.
- A target list of 30,000+ companies with relevant company attributes (Name, Size, HQ State, Region, Industry, Sub-Industry, NAICS, etc.) within the client's TAM, of which 15,000+ fall within its serviceable obtainable market and prioritized based on best strategic fit.
- The developed target list will enable the client to determine the highest concentration of companies by region, state, and industry within the client's obtainable market, providing added insights into where sales efforts should be prioritized. `

KPIs

Revenue potential for all 3 three markets, TAM, SAM, and SOM

30,000+ target list of companies

15,000 target companies based on best strategic fit

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