1. What is your addressable and what is your available market?

Addressable Market

- Available market is the total market size.
- Requires a deep understanding of your market, including demographics, industry trends, and customer behavior.

Available Market

- The addressable market is the part of the available market that matches your specific criteria.
- It requires knowledge of your products and specific geographic areas.

It is key to recognize the differences between the addressable and available markets because it gives you a great insight on your available market.

2. Which are the best sources of information?

Possible sources of information can be:
- Secondary sources: Using the best sources to start
- Primary research: Tapping the most quantitative analysis in the market
- Media
- Industry reports
- Trade shows
- Webinars

3. What is your target customer profile?

- You need to learn and create a customer profile. You need to focus your efforts.
- Targeting your demographic:
  - What is your target demographic?
  - What is the best age to reach them?
  - Where they are typically found?

4. Who are your key competitors?

- Computers are not just for your computing. They are to make your daily life easier.
- Check the following:
  - What is the best product in your category?
  - What services do they offer?
  - What do they charge?

5. What is the level of growth in the market?

- Tips to keep an eye on the market growth:
  - The Google Trends searchpredict product group is growing significantly.
  - Analyze the market: You must be familiar with market trends.
  - What are the main topologies of the market?
  - How are the topologies evolving?
  - What are the sub-topologies?
  - What are the topologies of the market in the future?

6. What is the most interesting segment of the market?

- Knowing your target audience will help you to identify the most interesting segment of the market.

7. What geographic regions can your business cover?

- It is important to learn where the geographic regions come from. You need to research where your potential and current customers live.
- Tips to help you identify the geographical locations for your business:
  - Add your mailing locations.
  - Where do your customers come from?
  - How far will you ship your products?
  - Are there restrictions on your mailings?