TAM-SAM-SOM Calculator

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What This Is

A market sizing framework. Before you build outbound infrastructure, you need to know the size of the market you are going after. TAM-SAM-SOM gives you three concentric circles of opportunity, from total market down to what you can realistically capture.

Definitions

TAM (Total Addressable Market) Every company that could theoretically buy your product or service. No filters. This is the ceiling.

SAM (Serviceable Addressable Market) The portion of TAM you can actually serve. Filtered by geography, company size, industry segment, language, and your delivery capacity.

SOM (Serviceable Obtainable Market) The slice of SAM you can realistically win in the next 12-18 months. Based on your team size, channels, budget, and competitive position.

Formulas

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TAM = Total companies in your category x Average deal size (annual)

SAM = TAM x Percentage you can serve
      (filtered by geography, size, segment, delivery constraints)

SOM = SAM x Realistic capture rate
      (based on team size, channels, competitive intensity)
```

Calculator

Fill in your numbers:

Input	Your Value	Notes
Total companies in your category		Use industry reports, LinkedIn Sales Navigator, or Clay
Average annual deal size	$	Based on your pricing or ACV
Geography filter (% of TAM)	%	e.g., 40% if you serve North America only
Company size filter (% of TAM)	%	e.g., 30% if you target 50-500 employee companies
Segment filter (% of TAM)	%	e.g., 60% if you serve SaaS + FinTech only
Realistic annual capture rate	%	See guide below

Metric	Calculation	Your Result
TAM	Companies x Deal size	$
SAM	TAM x Geo% x Size% x Segment%	$
SOM	SAM x Capture rate	$

Capture Rate Guide

Your capture rate depends on stage and resources. Be honest here.

Stage	Typical Capture Rate	Context
Pre-revenue / first year	0.5% - 2%	You are validating, not scaling
Early traction (1-3 people selling)	2% - 5%	Repeatable process emerging
Growth (dedicated sales team)	5% - 10%	Multiple channels, inbound + outbound
Established (market leader)	10% - 25%	Brand, referrals, and partnerships compound

Worked Example

This is a placeholder. Replace with your actual numbers.

Input	Value
Total SaaS companies (50-500 employees) globally	85,000
Average annual deal size	$24,000
Geography (North America)	40%
Company size (already filtered above)	100%
Segment (B2B SaaS only)	70%
Capture rate (early team, 2 sellers)	3%

Metric	Result
TAM	$2,040,000,000
SAM	$571,200,000
SOM	$17,136,000

What to Do with This

- **SOM too small?** Expand your ICP, raise your ACV, or add adjacent segments before investing in outbound infrastructure.
- **SOM looks right?** Build your target account list in Clay, score them, and start sequencing.
- **SOM huge?** Good problem. Narrow your focus. Pick the segment with the highest win rate and build from there.

Use this before building outbound. If the math does not work at the market level, no amount of automation will fix it.

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