

ISRAEL LAB 2020: ZOOMIN

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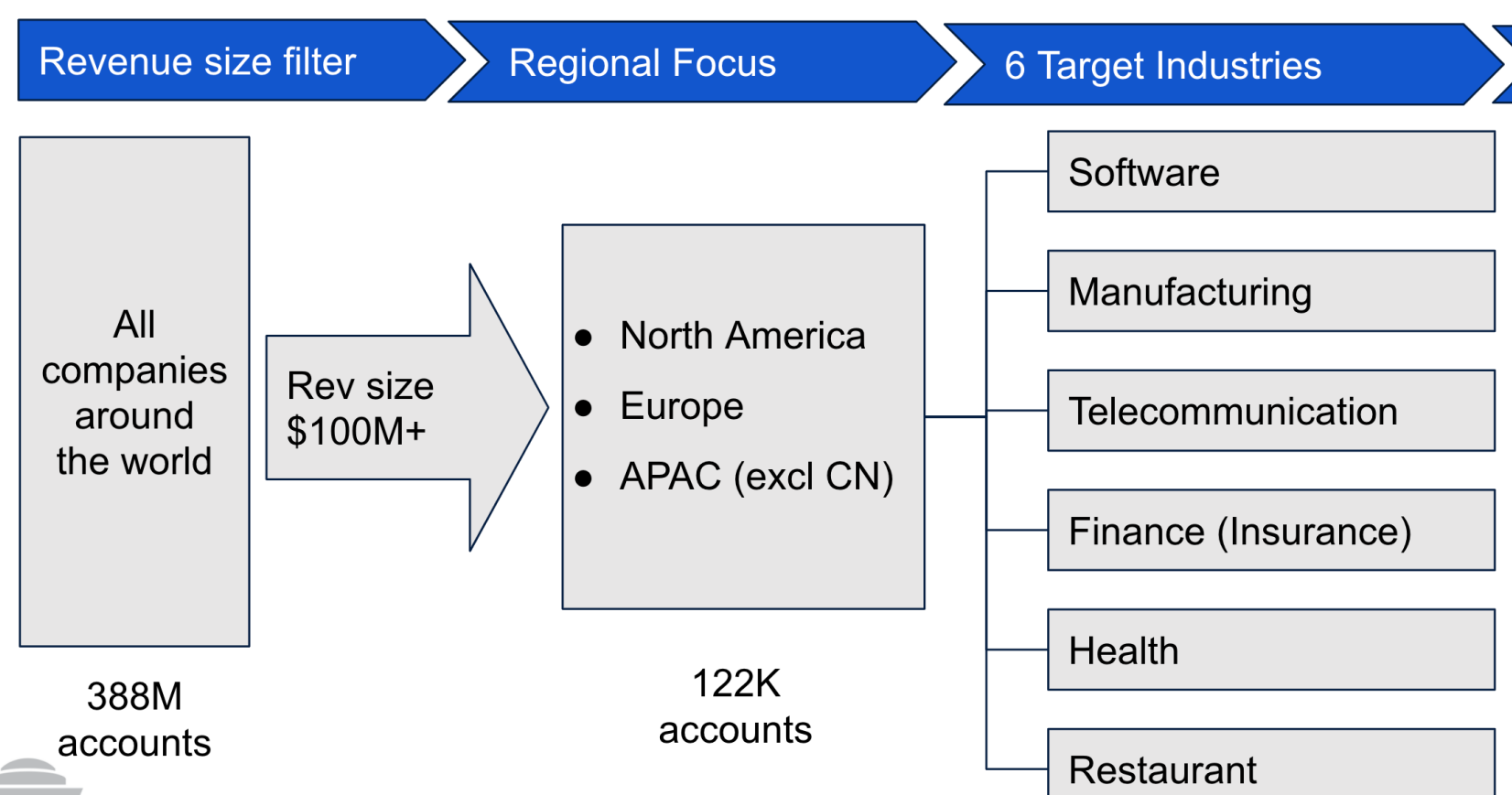
ABOUT ZOOMIN

- High-growth, venture-backed B2B SaaS company
- Revolutionising how companies and customers gain value from documentation
- Streamlines technical content to deliver information to users

PROJECT OVERVIEW

- Problem: Zoomin has acquired customers on an opportunistic basis. Need to analyse the market as a whole and develop a rigorous approach to target verticals.
- Scope: Create a total addressable market (TAM) analysis. Identify, analyse and prioritise specific verticals for its business in US, Europe, and APAC.

APPROACH



METHODOLOGY

- TAM Analysis:
 - Current Client Analysis
 - Target Client Analysis
 - Bottom Up Approach
 - Top Down Approach
- Industry Vertical Analysis:
 - Software
 - Manufacturing
 - Telecommunication
 - Finance
 - Healthcare
 - Restaurants

TAM RESULTS:

North America: \$719 M~

Europe: \$643 M~

APAC: \$583 M~

Total \$1.9 B~

INDUSTRY ANALYSIS:

Of the six sectors we analysed, finance, specifically **US Life Insurance**, is the most attractive for Zoomin to penetrate.

Total \$100M~

RECOMMENDATION:

Target: **US Life insurance**

Prospect: 500+ groups and 2,000+ accounts

Market: highly fragmented, M&A activities, and shift towards digitalization