**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.

**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

**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