The Business Research Guide (BRG)

Connect to business resources from off campus by following the directions in the Students link, available in the Connect Boxes listed throughout the Guide.

Sample Startup

A company called Real Genius creates a line of plastic retainers, which are custom molded to fit over a user’s lower teeth, and which have a tiny embedded stereo embedded, so audio wirelessly streams from a mobile device into the user’s head, eliminating the need for earphones. Real Genius considers marketing it primarily to fitness enthusiasts, including runners, cyclists, and swimmers. It also considers later marketing it to people who are hard of hearing.

Addressing TAM/SAM/SOM

BRG > INDUSTRY > Market Size and Share

TAM
How many people in developed countries enjoy these fitness activities?

SAM
How many people in the United States enjoy these fitness activities?

SOM
What percentage of the SAM market doesn’t like wearing earphones, and might buy this product?

• Estimating SOM can help get a better sense of TAM.
• This may require additional primary research with potential consumers.

BRG > MARKETING > Doing Primary Research

Professional, Trade, and Nonprofit Associations
Enthusiast / Connoisseur groups
LinkedIn
Conferences
Meetup.com