

WOMEN INVESTORS' ACADEMY: PORTFOLIA

Term	Definition	Why is this relevant to me?	General Notes
Market	A collection of people wishing to buy a specific product or service		
TAM	Total Available Market (the total market demand for a product or service)		
SAM	Serviceable Available Market (the section of the TAM that your product or service intends to target)		
SOM	Share of Market (the portion of SAM that your company is realistically likely to reach)		
CAGR	Compound Annual Growth Rate (mean annual growth rate over a period of time longer than one year). Provides a "smoothed" rate of return over time.		

Source: *Entrepreneurship: The Practice and Mindset*. Neck, Neck & Murray. 2018.

Pitch Deck Review

Company	Summary Questions	How can I find this out? Evidence/Validation?	How will I use the information?
Company A	What market info is provided?		
	What is missing?		
Company B	What market info is provided?		
	What is missing?		