

# The Market Entry Canvas™

Cheat Sheets

# Objective

Use the Market Entry Canvas™ as a strategic framework to assess your approach to entering the US market.

Take a step back to nail down your Unique Value Proposition (UVP), Ideal Customer Profile (ICP), and Total Addressable Market (TAM) and put it into the US context, aiming to understand industry forces, market forces, key trends, and macroeconomic forces.

This process allows us to set collaborative targets to secure a well-informed market entry strategy that maximizes the potential for success in the US market.



# Outcome

A visual map of your Market Entry Canvas™.

Deep discussions about your business model's environment leading to a shared understanding of what it takes to enter the US successfully.

A starting point to kickstart your journey to find, contact and close your ideal US buyer.



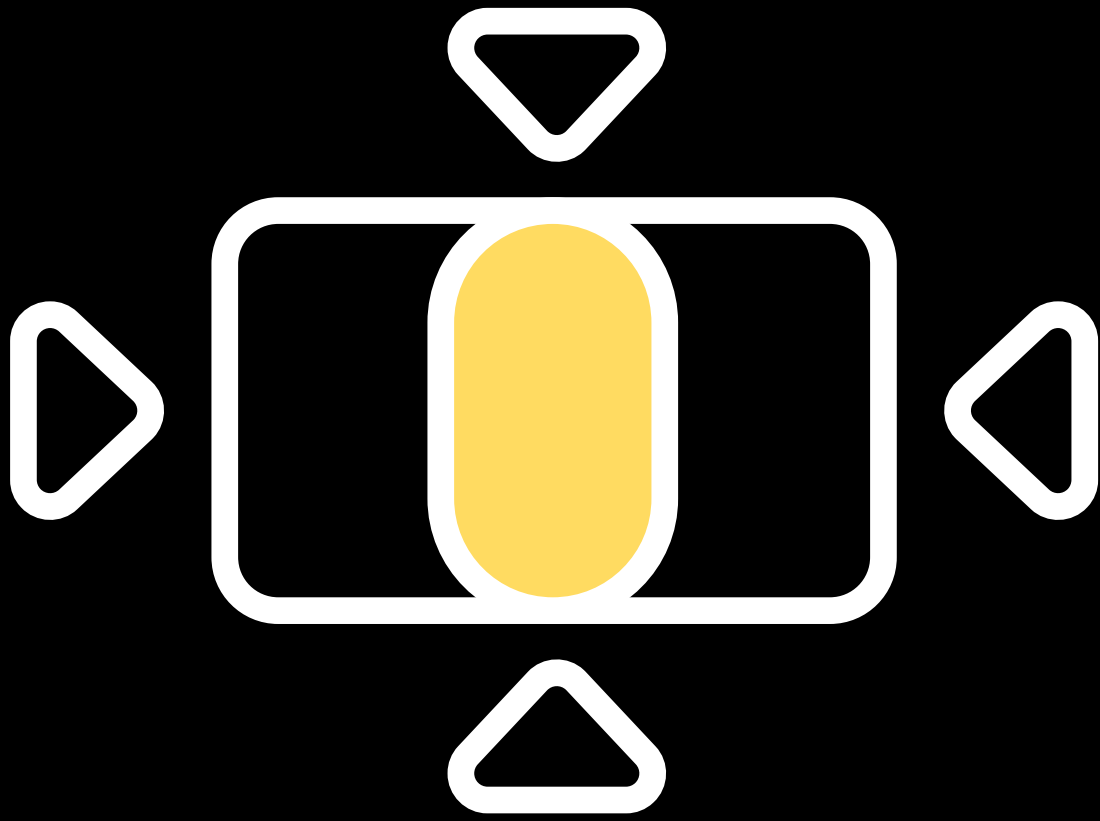
# Why this is important

Creating your Market Entry Canvas™ results in a visual map that represents your business model and its environment and adds tangibility.

Each of the categories you assess in the Market Entry Canvas™ provides a lens through which a company can analyze its strategic position and make informed decisions about its business model, marketing, and growth strategies in the US.

Building your Market Entry Canvas™ serves as an ideal basis for crafting an effective US sales strategy.





# UVP

Unique Value Proposition

# Unique Value Proposition (UVP)

Your UVP is the **unique benefit** that your product or service exclusively provides to customers, distinguishing it from competitors and defining its place in the market.

**1. Differentiation:** What unique features or benefits does your product or service offer that clearly distinguishes it from the competition?

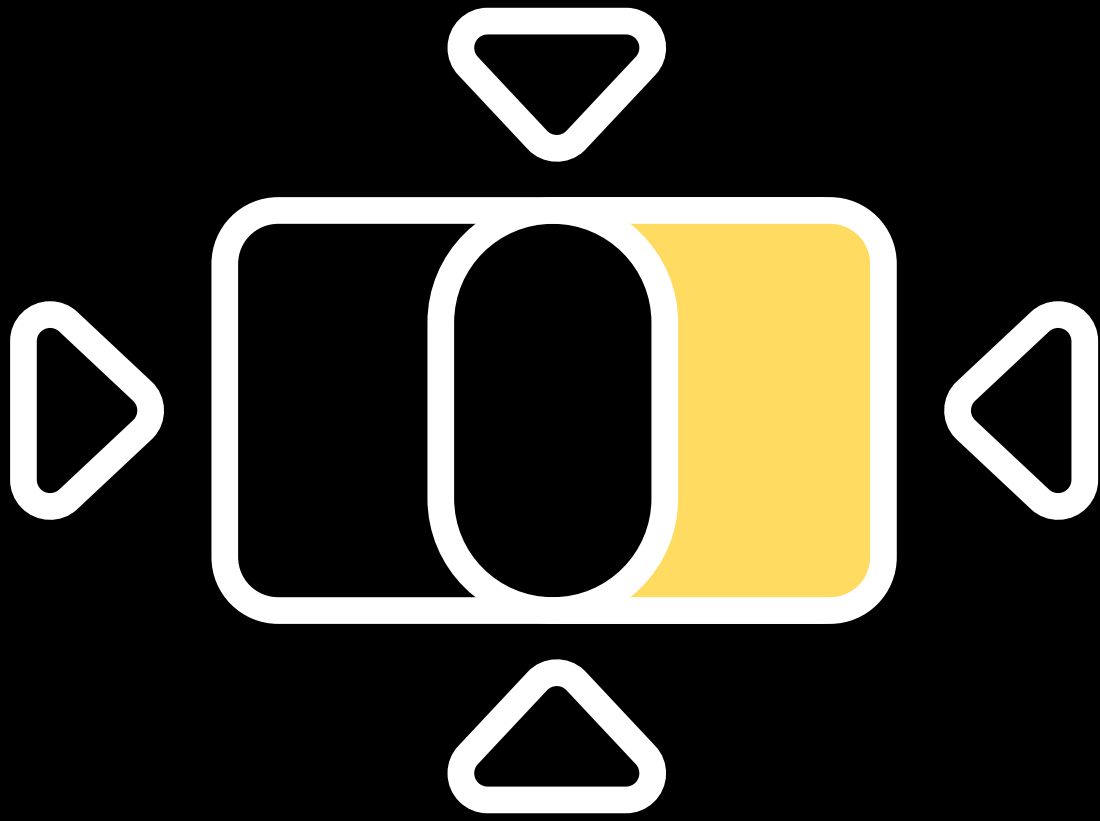
**2. Value Delivery:** How does your product or service create value for customers, and what specific problems does it solve for them?

**3. Customer Resonance:** How does the UVP resonate with your target audience's desires, needs, or preferences?

**4. Market Positioning:** What is your positioning statement in the market, and how does it reflect the UVP?

**5. Communication Effectiveness:** How effectively can the UVP be communicated and understood by the target market?





# ICP

Ideal Customer Profile

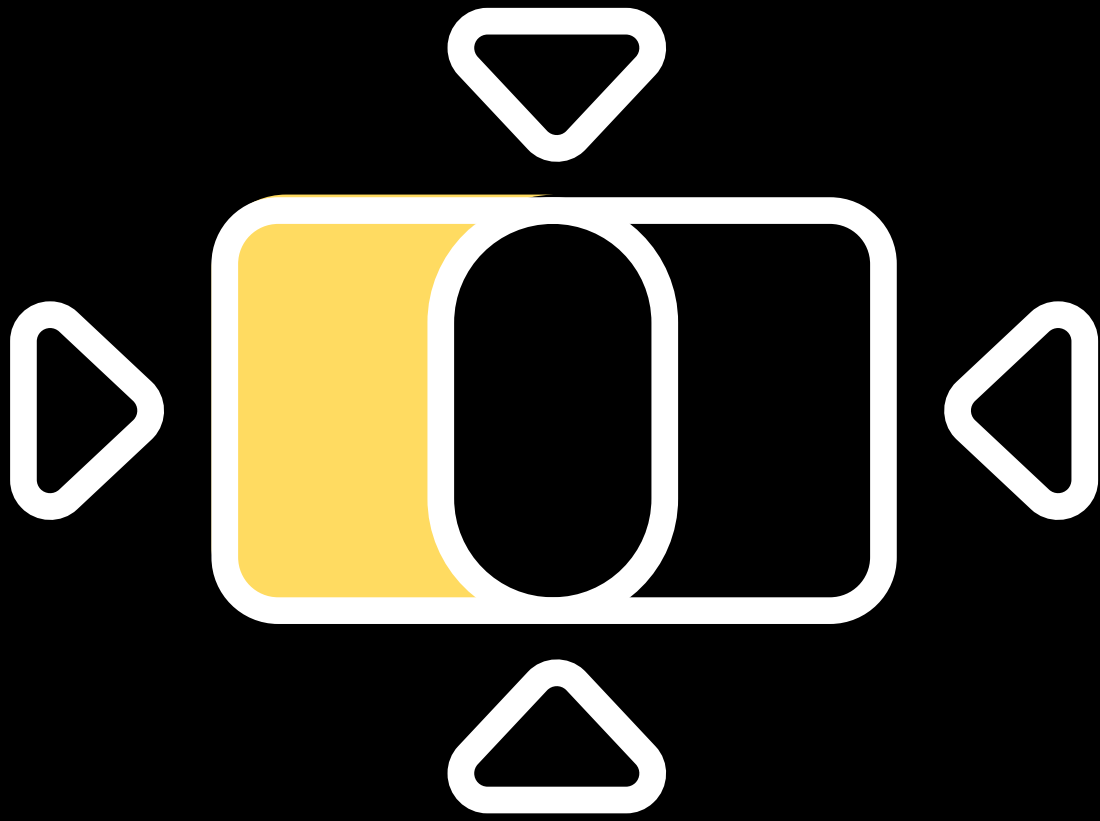
# Ideal Customer Profile (ICP)

The ICP outlines the **attributes of the most valuable customers** for whom your product or service is a great fit and who are most likely to buy and remain loyal.

- 1. Demographic Characteristics:** What are the key demographics of your ideal customer, including age, gender, income, and location?
- 2. Professional and Industry Alignment:** What job titles, roles, and industries do your ideal customers typically work in, and how do these align with your product or service?
- 3. Buying Behavior:** What are the buying behaviors and decision-making processes of your ideal customers?
- 4. Value Alignment:** How do your company's values align with those of your ideal customers?
- 5. Loyalty Drivers:** What factors contribute to customer loyalty and retention for your ideal customer base?







# TAM / TOM / SOM

Total Addressable Market

Total Obtainable Market

Serviceable Obtainable Market

# TAM – TOM – SOM

How big is the **market opportunity** for your offering?

The key differences between Total Addressable Market (TAM), Serviceable Addressable Market (SAM), and Serviceable Obtainable Market (SOM) are in the breadth and realism of the market they each represent.

- **TAM** is the broadest possible market you could reach, without regard to actual feasibility.
- **SAM** narrows this down to the markets you can realistically serve with your current business model and geographical constraints.
- **SOM** is the most realistic target, representing the market you can expect to actually capture given your current resources, capabilities, and competition.



# Total Addressable Market (TAM)

Represents the **total revenue opportunity** for a product or service if it were to be used by every potential customer worldwide, assuming there are no market restrictions.

- 1. Market Capacity:** What is the aggregate market demand for the product or service across all potential customers globally?
- 2. Product Applicability:** How many different use cases or problems does the product or service address across various industries and customer types?
- 3. Pricing Spectrum:** Across different pricing tiers, what is the potential market size for each, and how might that influence the overall TAM?
- 4. Geographic Expansion:** In which geographical areas could the product or service theoretically gain acceptance, and what is the market potential in these areas?
- 5. Long-Term Market Evolution:** How might changes in demographics, technology, and socioeconomic factors expand or contract the TAM over time?



# Serviceable Available Market (SAM)

Represents the **segment of the TAM** targeted by your products and services which are within your geographical reach and/or product scope.

**1. Target Customer Segments:** Which segments of the TAM are you actually able to target with your current business model and capabilities?

**2. Market Limitations:** How do regulations, technological constraints, and customer accessibility limit the market size?

**3. Service/Production Capacity:** What is the maximum market share that can be serviced with the current production and delivery capabilities?

**4. Competitive Landscape:** Considering the competition, what part of the TAM falls within your serviceable reach?

**5. Market Strategy Alignment:** How does the SAM align with your current market strategy and distribution channels?

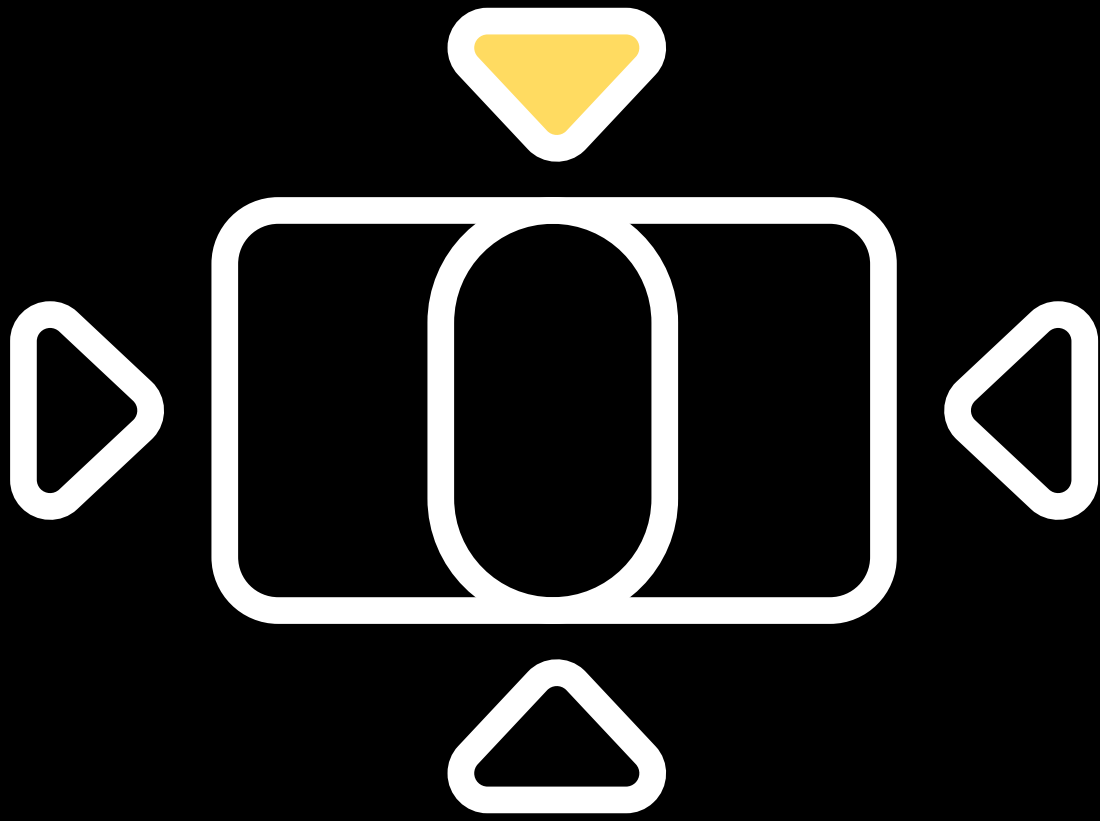


# Serviceable Obtainable Market (SOM)

Refers to the **portion of SAM** that you can capture. It is the realistic market expectation considering the competition, your product/service offering, and the go-to-market strategy.

- 1. Realistic Market Capture:** What portion of the SAM is realistically obtainable considering current market conditions and competition?
- 2. Resource Constraints:** Given the current and projected resources, what market share can the company expect to acquire?
- 3. Competitive Advantage:** How does the company's unique value proposition and competitive advantage translate into actual market share within the SAM?
- 4. Market Penetration Strategy:** What strategies will the company employ to capture the obtainable market share, and how effective are these strategies likely to be?
- 5. Growth Projections:** Over time, how can the obtainable market share grow with the company's expansion and entry into new markets or segments?





# Industry

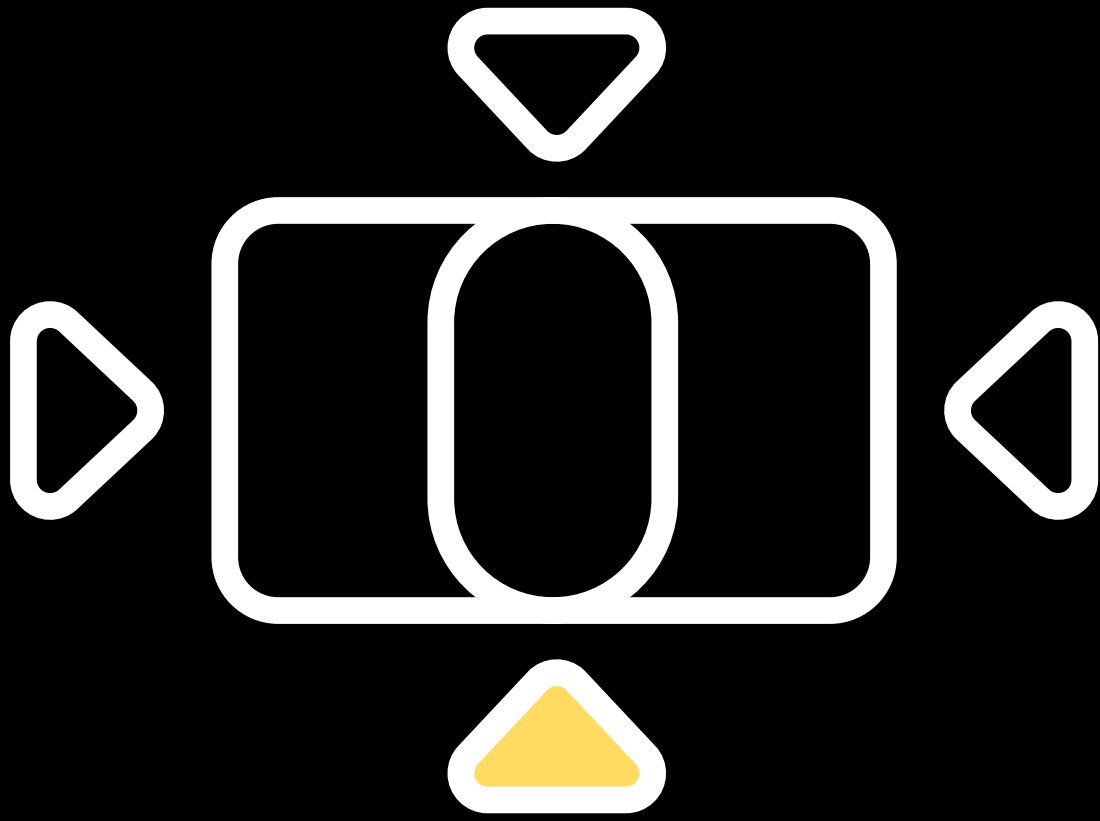
Industry Forces

# Industry Forces

Industry **forces shape the competitive landscape** and influence how businesses operate within their market.

- 1. Competitive Rivalry:** What is the level of competition within the industry, and how does it influence market dynamics?
- 2. Barriers to Entry:** What are the barriers to entering the industry, and how high are they?
- 3. Supplier Power:** How much power do suppliers hold in the industry, and how does this affect your business?
- 4. Buyer Power:** How much influence do buyers have over pricing and terms in the industry?
- 5. Threat of Substitutes:** How likely are customers to switch to alternative products or services?





# Market

Market Forces

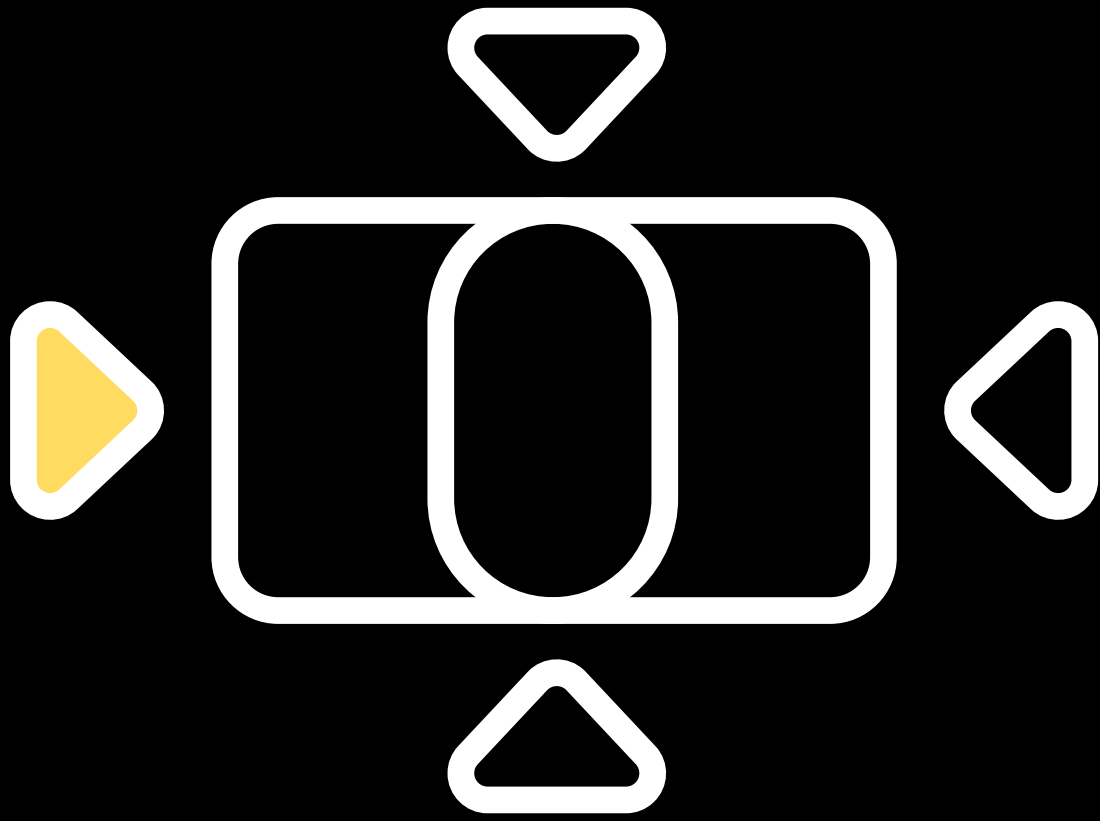


# Market Forces

Market forces are **external factors** that influence supply, demand, and the competitive environment, affecting strategic decisions.

- 1. Market Segmentation:** How is the market segmented, and which segments are most attractive?
- 2. Demand Fluctuations:** What causes shifts in market demand, and how volatile is it?
- 3. Technological Change:** How does technology affect market operations and competition?
- 4. Customer Preferences:** What trends are shaping customer preferences, and how are they changing?
- 5. Distribution Channels:** How do distribution channels affect market accessibility and product delivery?





# Trends

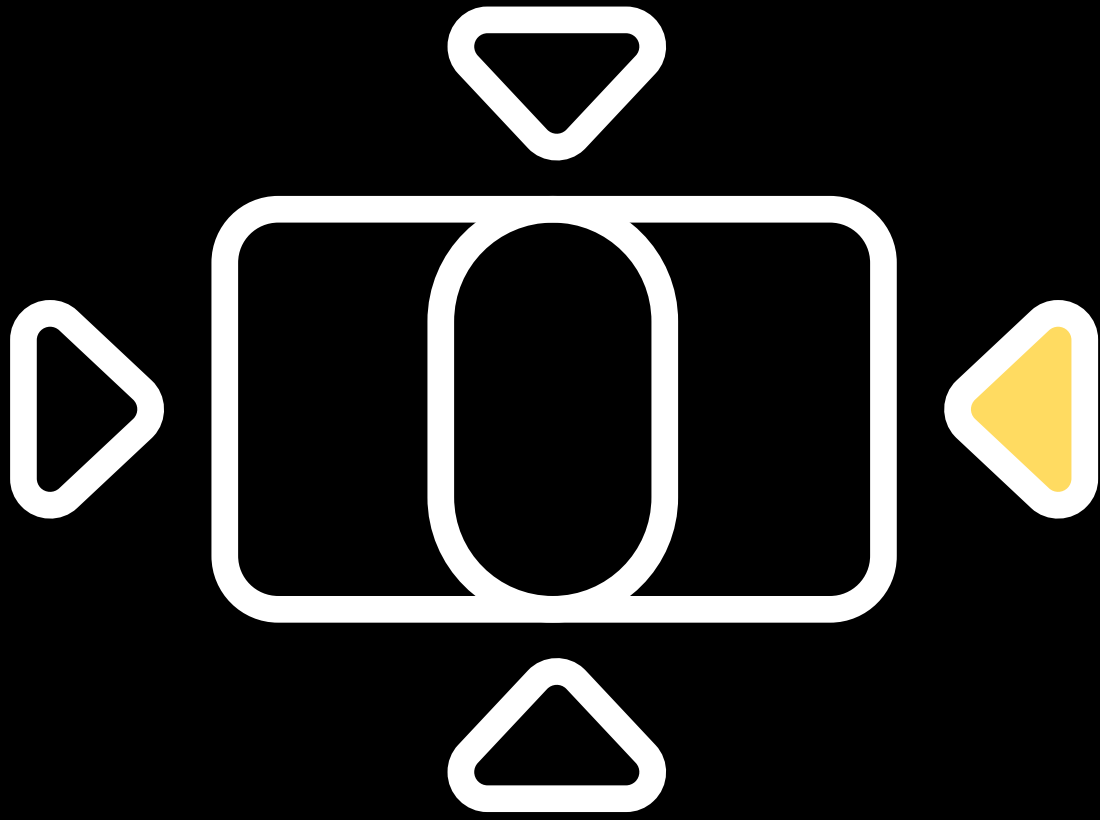
Key Industry Trends

# Key Industry Trends

These trends indicate the **direction in which an industry is moving** and are critical for businesses to understand in order to stay competitive and relevant.

- 1. Innovation Trends:** What are the prevailing innovation trends, and how are they transforming the industry?
- 2. Regulatory Changes:** How do current or anticipated regulatory changes impact the industry?
- 3. Sustainability Trends:** How are sustainability and social responsibility trends influencing industry practices?
- 4. Consumer Behavior Trends:** What are the latest trends in consumer behavior, and how do they affect product and service demand?
- 5. Globalization Impact:** How is globalization affecting industry standards, competition, and market opportunities?





# Macro

Macro Economic Forces

# Macro Economic Forces

These forces encompass the **overarching economic factors** that affect all industries and markets at a high level, influencing business cycles and strategic planning.

- 1. Economic Indicators:** How do macroeconomic indicators like GDP growth, unemployment rates, and inflation impact your industry?
- 2. International Trade:** What role does international trade play in your industry, and how are trade relations affecting it?
- 3. Monetary Policies:** How do central bank policies and interest rates influence the economic environment of your industry?
- 4. Technological Advancements:** How do broader technological advancements impact economic growth and industry health?
- 5. Socio-political Stability:** How does the socio-political climate affect economic stability and industry performance?





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