

The B2B Market Sizing Tool User Guide

B2B Market Calc LLC

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Welcome to the B2B Market Sizing Tool for All World Regions

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Overview

The B2B Market Sizing Tool answers important questions about the potential size of the market for B2B products and services of interest to you. Specifically . . .

- How big is the market for your products and/or services?
- How big is each segment?
- How are the segments delineated by country, industry, and business size?
- Which segments potentially offer the highest return for our marketing investment?

Since each situation is unique, the pages included in this tool let you select the industries, business sizes, and countries that you currently target or intend to target in the near future. Then, if you enter the average price or average customer relationship value for your products and/or services for each business size segment, you will have a customized set of market size estimates. You can also incorporate specific knowledge on the demand characteristics for each segment that you may have gleaned through market research.

Regarding Segment Selection

To generate market size estimates by detailed segment, please . . .

- Select **countries** of interest to you
- Select **industries** of interest to you
- Input **average prices** for the business sizes of interest to you
- Select **market maturity** ('Stable' is assumed)

The results will be displayed on the 'Tables' and 'Charts' pages. Summaries will be included for each segment dimension (i.e. countries, industries, and business sizes) and details will be provided for all combinations of countries, industries,

On the 'Introduction' page:

Please read the introduction. It contains useful information about the pages included in the tool and the segments included in the analysis. It also describes the inputs that you should enter to complete a useful analysis for your company. It's only a few pages: it won't take long.

Countries (Please select **AT LEAST 1**)

2

BROWSE to get SAVED countries

No file selected

↓ SAVE your country list

4

Regions-countries are listed alphabetically.
Please **click** the countries of interest to you.

- 1**
- Africa ALGERIA
 - Africa BOTSWANA
 - Africa EGYPT
 - Africa GHANA
 - Africa IVORY COAST
 - Africa KENYA
 - Africa MAURITIUS
 - Africa MOROCCO
 - Africa NAMIBIA
 - Africa NIGERIA
 - Africa REUNION
 - Africa SOUTH AFRICA
 - Africa SWAZILAND
 - Africa TANZANIA
 - Africa TUNISIA
 - Africa UGANDA

You may select a list of countries to start with and then
add or remove countries as needed: =====>

3

You have selected:



On the 'Country Selection' page, you can select countries that represent your geographic markets. The possible actions are:

- 1 Find and click on the countries of interest to you from the scroll-down list on the left.***
- 2 Upload a list of countries that you saved in a previous session.***
- 3 Select a list of countries grouped by world region from the drop-down list.***
- 4 After you have selected your relevant countries, you can save the list for future use.***

Countries (Please select **AT LEAST 1**)

BROWSE to get **SAVED** countries

save_list_countries.tsv

 **SAVE** your country list

Upload complete

Regions-countries are listed alphabetically.
Please **click** the countries of interest to you.

- Europe SWEDEN
- Europe SWITZERLAND
- Europe TURKEY
- Europe UNITED KINGDOM
- Middle East BAHRAIN
- Middle East IRAQ
- Middle East ISRAEL
- Middle East JORDAN
- Middle East KUWAIT
- Middle East LEBANON
- Middle East OMAN
- Middle East QATAR
- Middle East SAUDI ARABIA
- Middle East UNITED ARAB EMIRATES
- North America BERMUDA
- North America CANADA
- North America UNITED STATES

You may select a list of countries to start with and then
add or remove countries as needed: =====>

- Europe NETHERLANDS
- Europe NORWAY
- Europe POLAND
- Europe PORTUGAL
- Europe ROMANIA
- Europe SERBIA
- Europe SLOVAKIA
- Europe SLOVENIA
- Europe SPAIN
- Europe SWEDEN
- Europe SWITZERLAND
- Europe TURKEY
- Europe UNITED KINGDOM
- North America CANADA
- North America UNITED STATES

When you finish selecting your relevant countries, your 'Country Selection' page will look similar to this. In this example, the user retrieved a saved list of countries that included Europe, Canada, and United States for this analysis.

Industries (Please select **AT LEAST 1**)

2

BROWSE to get SAVED industries

No file selected

SAVE your industry list

4

Industries are listed hierarchically by 2-digit, 3-digit, and 4-digit NAICS code. Please click the industries of interest to you.

- 11 Agriculture, forestry, fishing and hunting
- 111 Crop Production
- 1111 Oilseed and Grain Farming
- 1112 Vegetable and Melon Farming
- 1113 Fruit and Tree Nut Farming
- 1114 Greenhouse, Nursery, and Floriculture Production
- 1119 Other Crop Farming
- 112 Animal Production and Aquaculture
- 1121 Cattle Ranching and Farming
- 1122 Hog and Pig Farming
- 1123 Poultry and Egg Production
- 1124 Sheep and Goat Farming
- 1125 Aquaculture
- 1129 Other Animal Production
- 113 Forestry and Logging
- 1131 Timber Tract Operations

1

You may select a list of industries to start with and then add or remove industries as needed: =====>

3

You have selected:



On the 'Industry Selection' page, you can select industries that represent your industry markets. The possible actions are:

- 1 Find and click on the industries of interest to you in the scroll-down list. (The countries are listed hierarchically by NAICS code.)***
- 2 Upload a list that you saved in a previous session.***
- 3 Select a list of all 2-digit, 3-digit, or 4-digit NAICS industries from the drop-down list.***
- 4 After you have selected your relevant industries, you can save the list for future use.***

Industries (Please select **AT LEAST 1**)

[BROWSE to get SAVED industries](#)

No file selected

Downloads

 save_list_industries.tsv
[Open file](#)[See more](#)

Industries are listed hierarchically by 2-digit, 3-digit, and 4-digit NAICS code. Please [click](#) the industries of interest to you.

- 521 Monetary Intermediation, General
- 522 Credit Intermediation and Related Activities
- 5221 Depository Credit Intermediation
- 5222 Nondepository Credit Intermediation
- 5223 Activities Related to Credit Intermediation
- 523 Securities, Commodity Contracts, and Other Financial Investments and Related Activities
- 5231 Securities and Commodity Contracts Intermediation and Brokerage
- 5232 Securities and Commodity Exchanges
- 5239 Other Financial Investment Activities
- 524 Insurance Carriers and Related Activities
- 5241 Insurance Carriers
- 5242 Agencies, Brokerages, and Other Insurance Related Activities
- 525 Funds, Trusts, and Other Financial Vehicles
- 5251 Insurance and Employee Benefit Funds
- 5259 Other Investment Pools and Funds
- 53 Real estate and rental and leasing

You may select a list of industries to save for future use. You can add or remove industries as needed:

You have selected:

- 22 Utilities
- 236 Construction of Buildings
- 237 Heavy and Civil Engineering
- 238 Specialty Trade Contractors
- 31 Manufacturing, food & apparel
- 32 Manufacturing, process & nonmetallic mineral products
- 33 Manufacturing, metals, equipment, and transportation
- 482 Rail Transportation
- 484 Truck Transportation
- 517 Telecommunications
- 5221 Depository Credit Intermediation
- 5222 Nondepository Credit Intermediation
- 5223 Activities Related to Credit Intermediation
- 5241 Insurance Carriers
- 5415 Computer Systems Design and Related Services

When you finish selecting relevant industries, your 'Industry Selection' page will look similar to this. In this example, the user selected industries and then saved the list for future use. Lists are put in the 'Downloads' folder on your computer. You can rename and move them to a more convenient location as you organize your projects.

NOTE: Please select **AT LEAST 2** sizes

2

BROWSE to get SAVED sizes

No file selected

↓ SAVE your business size list

4

Business sizes are listed by employment range.
Please **click the boxes** for the sizes of interest to you.

1

- A 1_3 employees
- B 4_5 employees
- C 6_9 employees
- D 10_19 employees
- E 20_49 employees
- F 50_99 employees
- G 100_249 employees
- H 250_499 employees
- I 500_749 employees
- J 750_999 employees
- K 1000_1999 employees
- L 2000_4999 employees
- M 5000_9999 employees
- N 10000_plus employees

You may select a list of sizes to start with and then add or
remove sizes from there: =====>

3

You have selected:

On the 'Business Size Selection' page, you can select business sizes. The possible actions are:

- 1*** Click on the business sizes of interest to you.
- 2*** Upload a list that you saved in a previous session.
- 3*** Select a list of business sizes from the drop-down list.
- 4*** After you have selected your relevant business sizes, you can save the list for future use.

The 'Assumptions' page is where:

- You enter your price data
- Select business size segments
- You select relevant demand factors.

1 You can enter your prices or average relationship values as you would in a spreadsheet. When you enter a value greater than zero in a cell, you have selected the corresponding size segment on that line.

BROWSE to get SAVED prices

No file selected

2

2 You can upload a list of prices that you saved in a previous session.

AL relationship values for your products and/or services for each business size of interest to you. By entering values greater than zero for relevant size segments, the tool will include those size segments in your analysis.

NOTE: The average that you enter should be an annualized amount for a currency unit relevant for your business.

4 You can select 'Relative Market Maturity' from the drop-down menu.

be displayed in the 'Tables' or 'Charts' sheets.

 SAVE your average prices
3

3 You can save the average prices you entered for future use.

example:

If the type of offering (from you and/or your competitors) is new to the market with very little adoption, select 'Nascent' or 'Emerging'.

If the type of offering (from you and/or your competitors) is mature with broad adoption, select 'Peaking' or 'Stable'.

Select 'Relative Market Maturity' **4**

Stable

Relative Market Maturity Assumptions

Standard Example of Relative Market Maturity for European Countries

	Region	Country	Relative Market Maturity
1	Europe	ALBANIA	0.206
2	Europe	ANDORRA	0.417
3	Europe	AUSTRIA	0.627
4	Europe	BELARUS	0.147

5 You can view a sample of the market maturity factors for all European countries.

Additional Information about Relative Market Maturity

The 'Relative Market Maturity' factors combine relative adoption opportunity and relative segment. They are related to country, industry, and delegated company financial data. The data are integrated maturity factors for countries, industries, and business sizes. The approximate purchase propensity for your type of

Average Prices (Please enter **AT LEAST 1**)

In the column labeled 'Average_Prices', please enter values for the size segments of interest to you.

BROWSE to get SAVED prices

save_average_prices.tsv

↓ SAVE your average prices

Upload complete

	Size_Group	Employment_Range	Average_Prices
1	A	1_3 employees	0
2	B	4_5 employees	0
3	C	6_9 employees	0
4	D	10_19 employees	0
5	E	20_49 employees	18,000
6	F	50_99 employees	35,000
7	G	100_249 employees	65,000
8	H	250_499 employees	125,000
9	I	500_749 employees	235,000
10	J	750_999 employees	450,000
11	K	1000_1999 employees	800,000
12	L	2000_4999 employees	1,200,000
13	M	5000_9999 employees	2,800,000
14	N	10000_plus employees	5,000,000

(1) About Average Prices:

Please enter average ANNUAL relationship values for your products and/or services for each business size of interest to you. By entering values greater than zero for relevant

(2) About Demand Assumptions:

Please select the most appropriate relative market maturity for the types of products or services that you offer to the market. For example:

When you finish entering data, selected business size segments, and selecting market maturity, your 'Assumptions' page will look similar to this. In this example, the user uploaded a list of saved prices and selected 'Maturing' market maturity for this analysis.

ALSO: If you do not enter values for any size segments, the algorithms will calculate market value equal to zero, and nothing will be displayed in the 'Tables' or 'Charts' sheets.

select 'Peaking' or 'Stable'.

Select 'Relative Market Maturity'

Maturing

Relative Market Maturity Assumptions

Standard Example of Relative Market Maturity for European Countries

	Region	Country	Relative Market Maturity
1	Europe	ALBANIA	0.093
2	Europe	ANDORRA	0.269
3	Europe	AUSTRIA	0.496
4	Europe	BELARUS	0.056

Additional Information about Relative Market Maturity

The 'Relative Market Maturity' factors combine relative adoption opportunity and relative purchase propensity for each market segment. They are related to country, industry, and business size data elements and aggregated company financial data. The data are integrated and analyzed to generate market maturity factors for countries, industries, and business sizes. For your analysis, they should represent the approximate purchase propensity for your type of products or services in each segment.

Estimated Market Value for Selected Regions, Countries, Industries, and Business Sizes

[Please note: It could take 10 to 20 seconds to calculate estimates.]

Estimated Market Value -- Grand Total (Number of Currency Units)

Segments	Market_Value
All Segments	25,063,640,000

Estimated Market Value for Regions in Total (Number of Currency Units)

Region	Market_Value
Europe	6,792,942,000
North America	18,270,698,000

Estimated Market Value for Countries in Total (Number of Currency Units)

Show entries Search:

Region	Country	Market_Value
Europe	AUSTRIA	76,527,000
Europe	BELARUS	5,591,000
Europe	BELGIUM	66,345,000
Europe	BOSNIA AND HERZEGOVINA	1,280,000
Europe	BULGARIA	9,202,000
Europe	CROATIA	5,001,000

Your 'Tables' page will contain **summary tables**:

- Grand total
- World region subtotals
- Country subtotals
- Industry subtotals
- Business size subtotals

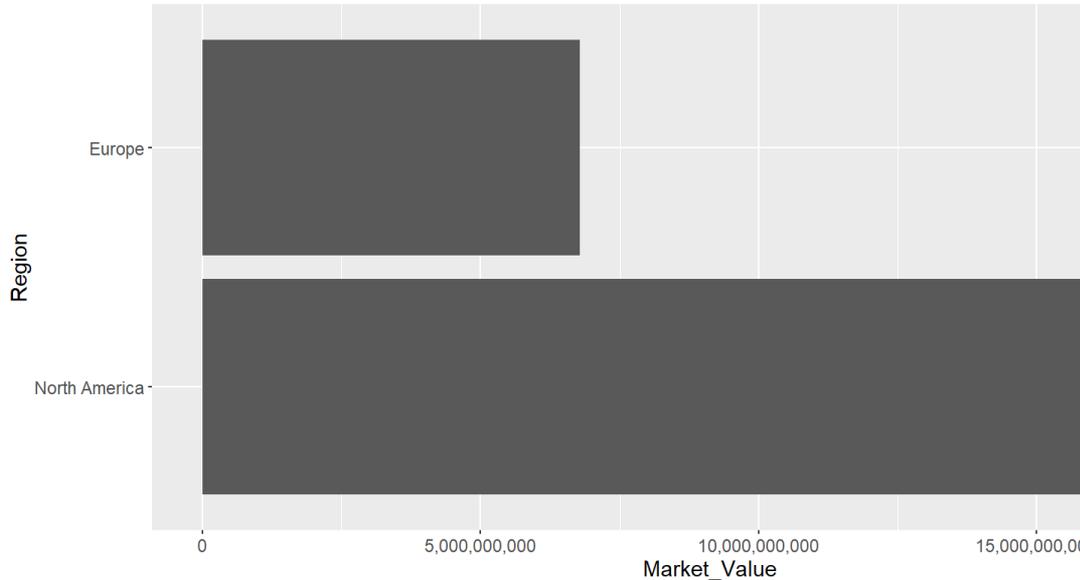
It will also include **detailed estimates** for all combinations of countries, industries, and business sizes.

Finally, it also includes **GDP** for all countries.

Estimated Market Value for Selected Regions, Countries, Industries, and Business Sizes

[Please note: It could take 10 to 20 seconds to calculate estimates.]

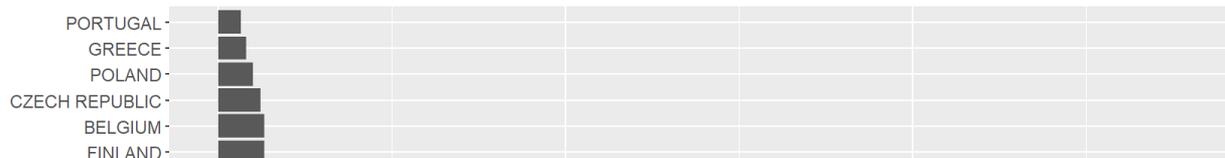
Estimated Market Value for Regions (Number of Currency Units)
[All Selected Regions]



Your 'Charts' page will contain the following charts:

- Subtotals for the selected regions
- Subtotals for the top 20 selected countries
- Subtotals for the top 20 selected industries
- Subtotals for all selected business sizes
- GDP for the top 20 countries

Estimated Market Value for Countries (Number of Currency Units)
[All or Top 20 Selected Countries]





Thank you for
viewing the User Guide
for the B2B Market Sizing Tool.

Please feel free to contact us
if you have any questions.