

## 1 Understand Market and Company Value

Size, share, growth potential, competition

**“One of the best ways to add value to your business now is to know your market size and value today and for the next few years, and what your share of that market is.”**

-Jeffrey Bean, Principal, Del Mar Research & Consulting

### Market Sizing and Valuation

Knowing the size and value of the market(s) you serve is vital in understanding the present and future value of your company. It is critical to moving forward in a purposeful and successful way. Understanding the size and value of the market reduces your risk in making growth and investment decisions.

$$\# + \$ \times \% = \$ \text{Company Value}$$

*Size of the market + Market value x Your share = Company value*

Experience indicates that with a market sizing and valuation, it is frequently the first time a business, whether a start-up, small or mid-sized company, is able to realize their full potential from the size and value of the markets they serve.

***Market Sizing and Valuation is a vital part of defining the growth potential and value of your business.***

- ✓ Determine the size and value of the market(s) you serve now or in the future.
- ✓ Answer critical market questions from prospective investors such as venture capital firms, banks or angel investors.
- ✓ Gain several competitive advantages.
- ✓ Understand what the growth rate of your company could and should be.

**Contact Del Mar Research & Consulting today to learn more about *adding value* and *reducing risk* with Market Sizing and Valuation!**



Jeffrey S. Bean - Principal  
Del Mar Research & Consulting  
[www.DelMarResearch.Com](http://www.DelMarResearch.Com)  
[JBean@DelMarResearch.com](mailto:JBean@DelMarResearch.com)  
(858) 334-9266