

Use this template to guide your practice while building your marketing sizing case structure.

## STEP 1: Clarify & Scope

Question: \_\_\_\_\_

Goal / Metric:  Annual Revenue  Units Sold  Users  Other: \_\_\_\_\_

Geography: \_\_\_\_\_ Customer Type: \_\_\_\_\_

Product / Service: \_\_\_\_\_

In Scope: \_\_\_\_\_ Out of Scope: \_\_\_\_\_

**Confirm the scope before starting calculations.**

## STEP 2: Structure Your Approach

Choose Method:  Top-Down  Bottom-Up

Top-Down Funnel:

Population → Segment → Participation → Frequency → Price → Market Size