



# *Innovatr Academy.*

*Tools & templates*



# *Total Addressable Problem*

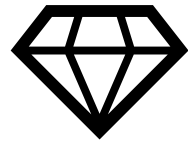


*“Not solving a need is the #1 reason why an innovation fails.”*

## **1. No Market Need**

2. Lack of marketing budget
3. Weak Teamwork
4. Competitor response
5. Wrong price

The number one reason Innovation fails is that it does not offer compelling benefits / meet needs sufficient to drive consumer consideration or even behavior change



*What is more  
meaningful,  
solving a  
business or  
consumer  
problem?*

*If it's Consumer Problem,  
can we make a **10X**  
improvement in people's  
lives with our solution?*

*The truth will set you free*



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Moving from solving business to consumer centricity,  
we must first identify a meaningful problem to solve  
and use hypothesis testing (a/b) to deliver a  
10X better solution

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*“True opportunity sizing requires broad understanding of a problem.”*



### **WHAT IS THE PROBLEM?**

What is driving current purchasing decisions & what further frustrations exist that are not being met already?

### **HOW LARGE CAN IT BECOME?**

How large can the market become in 3 years incl. all products & services that have the potential to solve the problem

*The combination of these is what we call the total addressable problem*

Moving from TAM to TAP thinking, will drive true incremental growth 

### **TOTAL ADDRESSABLE MARKET (TAM)**

**How big is the market you are targeting today?**

**What share of this market can we capture?**

### **TOTAL ADDRESSABLE PROBLEM (TAP)**

**How big might this market be based on everything the consumer is doing to solve their problem?**

# Articulating your *TOTAL ADDRESSABLE PROBLEM (TAP)*



Primary Target	Insight	Met Need	Unmet Need	Summary
Who are you targeting?	What are their values and most important beliefs?	What needs are being met currently?	What unmet need is not being met by any product of service?	TAP being solved!
Insert text	Insert text	Insert text	Insert text	Insert Summary Text



## *Here is an example of Facebook's original TAP (my version)*



### Primary target: Who are you targeting

Ivy League students are open-minded and believe that more people share common beliefs than not

### Met Need: What needs are being met currently:

They currently find a sense of deep belonging through face-to face friendships

### Unmet Need: What unmet need is not being met by any product of service:

However, proximity and lack of access limits the potential to connect with similar minded students around the world

### Summary: TAP being solved:

