

Introduction

This worksheet helps founders estimate the real operating scale of a startup opportunity. It focuses on what you can realistically reach and win in the first years—not abstract market theory.

1. Total Problem Universe

Estimate how many individuals or businesses genuinely experience this problem today.

Description of Problem Universe	
Estimated Total Entities	
Source or Assumption	

2. Total Problem Universe

Estimate how many individuals or businesses genuinely experience this problem today.

Description of Problem Universe	
Estimated Total Entities	
Source or Assumption	

3. Reachable Buyers

Of the total universe, estimate how many buyers you can realistically reach given your distribution, network, and channels.

Primary Buyer Persona	
Estimated Reachable Buyers	
Primary Acquisition Channels	
Key Constraints	

4. Achievable Customers (Years 1–2)

Estimate how many customers you can realistically acquire in the first 12–24 months with limited resources.

Year 1 Customer Estimate	
Year 2 Customer Estimate	
Key Growth Levers	
Limiting Factors	

Reality Check Summary

Does this opportunity support a real business at this stage?

Key Insight or Go / No-Go Decision: