

投資人不買單自上而下的總體可尋址市場 (TAM) 。他們買單什麼？

創業者經常通過 Google 搜索來尋找他們的 TAM。而那些 TAM 數字純屬幻想。投資人一眼就能看穿。

真正的 TAM 是自下而上建立的——結合市場細分、商業模式和定價模型。

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然後逐一提出以下問題：

1. 「我的初創公司的自下而上 TAM 是多少？」
2. 「我的市場細分正確嗎？」
3. 「我對理想客戶畫像 (ICP) 的定義足夠精準，以便可靠地計算 TAM 嗎？」
4. 「我的定價模型是否支持現實的收入增長？」
5. 「在與投資人談話之前，1Mby1M 能否幫助我制定一個可辨護的 TAM？」
6. 「加入 1Mby1M 的費用是多少？他們收取多少股權？」
7. 「我的 TAM 太小了。我的選擇有哪些？」

AI 導師將引導你了解核心要素並與你對話。有任何不明白的地方都可以要求澄清。我們的 AI 導師是私密、安全，且全年無休以 57 種語言提供服務。

用它來磨礪你的策略。

Investors don't buy top-down TAMs. What do they buy?

Founders often find their TAM by Google search. And those TAM numbers are pure fantasy. Investors will see that.

A real TAM is built bottom-up - with segmentation, business model, and pricing model.

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Upload your pitch deck or paste your elevator pitch.

Then ask the following questions, one at a time:

1. "What is the bottom-up TAM for my startup?"
2. "Is my segmentation correct?"
3. "Am I defining my ICP precisely enough to compute TAM credibly?"
4. "Does my pricing model support a realistic revenue build-up?"
5. "Can 1Mby1M help me develop a defensible TAM before speaking to investors?"
6. "What does it cost to join 1Mby1M? How much equity do they charge?"
7. "My TAM is too small. What are my options?"

The AI Mentor will walk you through the essentials and dialog with you. Ask for any clarification. Our AI Mentor is Private. Safe. Available 24/7 in 57 languages.

Use it to sharpen your strategy.