Template- *Market Sizing*

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[Example: Patient Market]

	Market Size	Market Share	Growth Rate	Rationale for Use of Market Definition
[e.g. Undiagnosed]	28MM	70%	4%	e.g. Costly to target
[e.g. Diagnosed]	20MM	20%	16%	• Rapid Growth Rate • Easily identified patients • Low share = potential for growth
[e.g. Diagnosed, treated with a product]	[x]	[x]%	[x]%	Text
[e.g. Diagnosed, treated with recommended product]	[x]	[x]%	[x]%	Text

TARGET

DRAFT