EZELOGS

Market Opportunity Appendix

TAM/SAM/SOM Analysis with Methodology

September 2026 • Public Commercial Collateral

Market Opportunity Summary

TAM (Global)	SAM (US Addressable)	SOM (3-Year)
$10-13B	**$3.64B**	**$13.5M**
External reports	Internal assumptions	Planning scenario

Important: TAM from cited industry reports. SAM and SOM use internal assumptions clearly labeled. SOM is a planning scenario, not revenue forecast or guidance.

TAM: Total Addressable Market

Report Source	2026 Estimate	Growth Forecast	Scope
Business Research Company	$12.63B	8.7% CAGR → $17.64B (2030)	Global CMS
Research and Markets	$12.15B	11.2% CAGR → $23.18B (2032)	Global CMS
Future Market Insights	$8.18B	9.1% CAGR → $13.4B (2030)	Global CMS

Why Reports Differ

Market reports use different category definitions, geography weighting, and segmentation approaches for enterprise vs SMB platforms.

> **TAM Range:** $8.2B–$12.6B (2026) | **Central Estimate:** $10.4B

SAM: Serviceable Available Market

Step 1: US Share of Global Market

Factor	Value	Source
Global TAM	$10.4B	Central estimate from reports
US Share	35%	**INTERNAL ASSUMPTION**
US TAM	$3.64B	Calculated

Step 2: Segment Allocation

Segment	Allocation	Value	Source
Public Owners & Agencies	18%	$0.66B	INTERNAL
General Contractors	38%	$1.38B	INTERNAL
Construction Managers	12%	$0.44B	INTERNAL
Specialty Contractors	32%	$1.17B	INTERNAL

SAM Result: $3.64B (US Addressable)

SOM: Serviceable Obtainable Market

Planning Scenario: SOM represents internal planning assumptions, NOT revenue guidance or projections.

5-Year Account Model

Year	New	Retained	Cumulative	ARR
Year 1	25	—	25	$2.5M
Year 2	50	21	71	$7.1M
Year 3	75	60	135	$13.5M
Year 4	100	115	215	$21.5M
Year 5	125	183	308	$30.8M

SOM Result (Planning Scenario)

3-Year
$13.5M
0.37% of SAM

5-Year
$30.8M
0.85% of SAM

Assumptions: ACV $100K (internal target), 85% retention (internal target). Not externally validated.

Source Classification and Citations

Element	Classification
Global TAM range ($8.2-12.6B)	EXTERNAL Market reports
US share (35%)	INTERNAL Assumption
Segment allocation	INTERNAL Assumption
ACV ($100K base)	INTERNAL Target
Retention (85%)	INTERNAL Target
SOM ARR projections	PLANNING Scenario

Market Research Sources

- **Business Research Company:** Construction Management Software Global Market Report 2026 (accessed Sep 2026)
- **Research and Markets:** Construction Management Software Market 2026 (accessed Sep 2026)
- **Future Market Insights:** Construction Management Software Market 2026 (accessed Sep 2026)
- **US Census Bureau:** Monthly Construction Spending, July 2026 ($2.16T annualized)

Full reports are paywalled. Figures from public summaries.

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Not revenue guidance, financial projections, or investment recommendations.