

Market Size

Total Addressable Market (TAM):

Customers/Users: 27M

Revenue: \$21.4B

Serviceable Addressable Market (SAM):

Customers/Users: 2.7M - 5.4M

Revenue: \$2.1B - \$4.3B

Executive Summary

FoundersCard is an exclusive membership for startup founders, CEOs, entrepreneurs, and innovators, offering access to private networking events, VIP perks, and discounts from various brands. With a Total Addressable Market (TAM) of \$21.4 billion and a Serviceable Addressable Market (SAM) ranging from \$2.1 billion to \$4.3 billion, FoundersCard targets the 27 million entrepreneurs in the US with at least an associate's degree.

The SAM of 2.7 to 5.4 million entrepreneurs, representing 10-20% of the TAM, is estimated to be interested in and able to afford FoundersCard's membership offerings priced at \$595 and \$995 per year. This is based on data showing 41% of professionals wanting to attend more networking events and the assumption of a 50/50 split between the Standard and All Access Elite membership levels.

Key competitors in the entrepreneurial membership space include Baby Bathwater, Entrepreneurs' Organization (EO), and Soho House. Baby Bathwater targets high-growth B2C businesses with exclusive events and a curated community, while EO caters to entrepreneurs with businesses generating at least \$1 million in revenue, offering global networking, education programs, and mentorship opportunities. Soho House, with a market capitalization of \$1.12 billion, targets creative professionals and high-end consumers, providing access to its global network of houses, events, and amenities.

Key Data Points

- There are approximately 31 million entrepreneurs in the United States (about 16% of the adult workforce) [23]
- The average salary of a small business owner in the US is \$69,119 [15]
- FoundersCard offers the Standard membership for \$595 per year, and the All Access Elite membership for \$995 per year
- 41% of professionals want to attend networking events more often [12][13][14]
- 87% of entrepreneurs have at least an associate's degree [22]
- 58% of small businesses in the U.S. start with less than \$25,000 (42% start with at least \$25,000) [24]

Market Size Calculations

Calculating the TAM:

- Total entrepreneurs in the US = 31,000,000 [23]
- Entrepreneurs with at least an associate's degree = 31,000,000 x 87% = 26,970,000 [22]
- Average FoundersCard membership price = $(\$595 + \$995) / 2 = \$795$
- TAM = 26,970,000 entrepreneurs x \$795 average price
- TAM = \$21,441,150,000

Calculating the SAM:

- Entrepreneurs with at least an associate's degree likely to purchase = 26,970,000 x 10% to 20% = 2,697,000 to 5,394,000
- SAM Range = 2,697,000 to 5,394,000 entrepreneurs x \$795 average price
- SAM Range = \$2,144,115,000 to \$4,288,230,000

Detailed **Serviceable Addressable Market (SAM) Calculations:**

Assuming 50/50 split of Standard (\$595) and All Access Elite (\$995) memberships

Standard memberships = 1,348,500 to 2,697,000 entrepreneurs

All Access Elite memberships = 1,348,500 to 2,697,000 entrepreneurs

Revenue from Standard memberships = 1,348,500 to 2,697,000 x \$595

Revenue from Standard memberships = \$802,357,500 to \$1,604,715,000

Revenue from All Access Elite memberships = 1,348,500 to 2,697,000 x \$995

Revenue from All Access Elite memberships = \$1,341,757,500 to \$2,683,515,000

Total SAM Revenue = \$802,357,500 to \$1,604,715,000 + \$1,341,757,500 to \$2,683,515,000

Total SAM Revenue = \$2,144,115,000 to \$4,288,230,000

Assumptions

Assumptions:

Conservatively assume 10-20% of the 87% of entrepreneurs with at least an associate's degree [22] would be interested in a FoundersCard membership. This is based on data showing 41% of professionals want to attend more networking events [12][13][14]. As entrepreneurs tend to be more proactive networkers, the 10-20% range seems a reasonable, conservative estimate of the subset highly likely to see value in FoundersCard's offerings and be able to afford the membership fees.

Assume a 50/50 split between entrepreneurs choosing the Standard \$595 membership vs. the All Access Elite \$995 membership, as a simplifying assumption in the absence of data on preference. The 50/50 split represents a balanced, middle-ground approach.

Proxy Data:

The 87% of entrepreneurs with at least an associate's degree [22] is used as a proxy for the portion of the 31 million entrepreneurs likely to afford and appreciate the value of a FoundersCard membership. Education level correlates with income potential and willingness to invest in professional development.

The 42% of small businesses that start with at least \$25,000 in capital [24] is used as a proxy indicator of the ability to afford a FoundersCard membership. Starting with this level of capital suggests an entrepreneur is more established and has financial means to justify the membership expense.

Methodology

To calculate the Total Addressable Market (TAM) and Serviceable Available Market (SAM) for FoundersCard, we followed a structured approach:

First, we identified the total number of potential customers - entrepreneurs and small business owners in the United States, which is approximately 31 million [23]. This represents the broadest possible market or TAM.

However, not all entrepreneurs would be interested in or able to afford a premium membership like FoundersCard. To estimate a more realistic SAM, we applied the following filters:

Education Level Filter:

- 87% of entrepreneurs have at least an associate's degree [22]
- We used this as a proxy for income level and appreciation for FoundersCard's value proposition
- 31 million x 87% = 26.97 million entrepreneurs with degrees

Affordability Filter:

- 42% of small businesses start with at least \$25,000 in capital [24]
- This serves as a proxy for entrepreneurs' ability to afford FoundersCard's membership fees

Interest Filter:

- 41% of professionals want to attend more networking events [12][13][14]
- As a key FoundersCard benefit, this indicates potential interest level
- We conservatively estimated 10-20% of entrepreneurs with degrees would actually purchase, based on the 41% data point

With these filters applied, we calculated the SAM range as follows:

SAM Range Calculation:

- 26.97 million entrepreneurs with degrees
- 10-20% likely to purchase based on interest = 2.697 - 5.394 million entrepreneurs
- With an average membership price of \$795 (midpoint of \$595 and \$995)
- SAM Revenue Range = 2.697 - 5.394 million x \$795 = \$2.144 - \$4.288 billion

We further broke this down assuming a 50/50 split between Standard (\$595) and Elite (\$995) memberships:

- Standard Memberships: 1.349 - 2.697 million
 - Revenue: \$802 million - \$1.605 billion
- Elite Memberships: 1.349 - 2.697 million
 - Revenue: \$1.342 - \$2.683 billion

In summary, by applying relevant filters to the total entrepreneur population, we estimated FoundersCard's SAM to fall within the range of \$2.144 - \$4.288 billion annually. This provides a realistic target market size based on ability to afford, interest level, and FoundersCard's value proposition.

Competitor Research Summary

1. Baby Bathwater:

- Membership: Over 200 carefully curated entrepreneurs [27][28]
- Target Market: Entrepreneurs who own 7- to 9-figure B2C businesses selling physical products, software, and services, as well as freelancers providing digital marketing, branding, and other services [26]
- Pricing Structure:
 - Mastermind Event: Solo - \$12,500, With a partner - \$22,000 [29]
 - Unconference: Solo - \$10,000, With a partner - \$19,500 [30][31]
 - Membership is by invitation only after attending an event [32][33]
- Benefits:
 - Exclusive global events [37]
 - Networking opportunities [37]
 - Access to high-ROI business processes [38]
 - Supportive community [39]
 - Enhanced influence and credibility [36]
 - Personal and business growth opportunities [38][39]

2. Entrepreneurs' Organization (EO):

- Membership: Over 18,000 members across 75+ countries [34][35]
- Target Market: Entrepreneurs with businesses generating at least \$1 million in annual revenue or having raised at least \$2 million in funding [41][42]
- Pricing Structure:
 - Global initiation fee: \$2,500 [43]
 - Global annual dues: \$2,470 [43]

- Local chapter initiation fees and annual dues vary by location [43][44][45][46]
- Benefits:
 - Global network access [47][48][49]
 - Local chapter events [47][48][50]
 - Executive education programs [49]
 - Mentorship opportunities [47][50]
 - Healthnetwork VIP access [47]
 - Forum groups for peer support [49]
 - Global events and resources [49]
 - Personalized experience through MyEO [48][50]
- Sales Numbers: Total revenue of \$48,896,410 for the fiscal year 2021/2022 [40]
- Membership Statistics:
 - Total Members Worldwide: More than 18,000 [53][55]
 - Median EO Member Sales: US\$4.1 million [53][56]
 - Total Number of Workers Employed by Members Worldwide: More than 5.2 million [53][56]
 - Number of Chapters: 213 chapters across 60+ countries [53][56]
 - Member Renewal Rate: 92% for the 2022-2023 fiscal year [54]
- 3. Soho House:
 - Market Share: Market capitalization of \$1.12 billion as of July 2024 [51][52]
 - Target Market: Creative professionals and individuals from the media and arts industries, young professionals, and high-end consumers [57][58][59]
 - Pricing Structure:
 - Local Membership: Varies by location (e.g., Portland: \$1,950 per year, New York: \$2,850-\$5,200 per year) [62]
 - Every House Membership: \$4,500 per year [62]
 - Cities Without Houses Membership: \$2,500 per year [62]
 - Under 27 Membership: 50% discount on annual membership until age 30 [63]
 - Soho Friends Membership: £100-\$130 per year depending on location [63]
 - Soho Works Membership: £200-£4,500 per month [63]
 - Joining Fee: One-time £550 fee [63]
 - Benefits:
 - Access to all Soho Houses worldwide [60][61]
 - Discounts for members under 27 [60][61]
 - Guest privileges [60]
 - Best rates on bedrooms [60]
 - Access to daily events, screening rooms, gyms, and spas [60]
 - Discounts on Soho Home products [60]
 - Member rates at restaurants [60]
 - Membership Statistics:
 - Total Members: 226,830 (including Soho House, Soho Friends, and Soho Works members) as of January 1, 2023 [65]
 - Soho House Members: 161,975 as of January 1, 2023 [65]
 - 20% year-over-year increase in membership [64]
 - 99,000 members on the waiting list [64]
 - Sales Numbers:
 - 2023 Annual Revenue: \$1.1 billion (17% growth) [66]
 - First Quarter 2024 Revenue: \$263 million [67][68][69]
 - First Quarter 2024 Membership Revenue: \$100.2 million [68]
 - First Quarter 2024 Adjusted EBITDA: \$19.3 million [67][69]

Summary of Collected Data

Financial Data

The global subscription e-commerce market size is expected to increase from \$72.91 billion in 2021 to \$120.04 billion in 2022 and reach \$904.2 billion by 2026 [17].

The membership software market size was valued at USD XX Million in 2024 and is expected to expand at a CAGR of XX% [18].

The global revenue generated from business and professional association membership services is \$91.9 billion [19].

The market size of the Professional Organizations industry in the US has grown 1.1% per year on average between 2018 and 2023 [20].

The average salary of a small business owner in the US is \$69,119, which is 16% above the national average mean wage of \$59,428. On the low end, small business owners earn an average salary of \$32,000, and on the high end, they earn up to \$147,000 [15].

58% of small businesses in the U.S. start with less than \$25,000, and one-third start with less than \$5,000 [24].

Small businesses have created 9.6 million new jobs from 2000 to 2018 [21].

Only half of small businesses are estimated to survive 5 years or more [21].

About 35% of businesses remain in operation by their tenth year, 18.4% go under by their first year, and nearly 50% go under in their fifth year [24].

Behavioral Data

41% of professionals want to attend networking events more often, indicating a strong desire to engage in these activities [12][13][14].

85% of jobs are filled via networking with personal and professional connections, emphasizing the importance of networking in career advancement [12][13][14].

79% of Americans agree that networking plays a vital role in their career progression, demonstrating the widespread recognition of its benefits [12].

70% of employees received their current company position through networking, further reinforcing its impact on career success [12].

40% of professionals prefer online networking over in-person networking, suggesting a growing interest in virtual networking opportunities [13][14].

69% of professionals prefer meeting new clients or customers in person rather than virtually, indicating a strong preference for in-person networking events [12].

Consumers plan to increase spending on essential items like fresh produce, meat and dairy, and center-store categories [16].

Consumers intend to spend more on travel and home improvement, and less on toys and semidiscretionary products like skincare and makeup [16].

Consumers are adapting their spending habits by prioritizing essential items and reducing spend on non-essential items due to inflation concerns [16].

Despite ongoing economic concerns, consumer optimism has increased, with a decrease in pessimism about the economy. This optimism is reflected in increased spending intentions, particularly on essential items and travel [16].

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58% of small businesses in the U.S. start with less than \$25,000, and one-third start with less than \$5,000 [24].

The most popular method of financing for small businesses in the U.S. is through personal savings (37%) [23].

Only half of small businesses are estimated to survive 5 years or more [21].

About 35% of businesses remain in operation by their tenth year, 18.4% go under by their first year, and nearly 50% go under in their fifth year [24].

55% of adults in the U.S. have started at least one business in their lifetime [22].

The typical age of new business owners in the U.S. has dropped from 38 to 34 years old since 2017 [21].

35% of entrepreneurs and small business owners are in the 50-59 age bracket, followed by 40-49-year-olds [23].

60% of people who start small businesses are between the ages of 40-60 [23].

87% of entrepreneurs have at least an associate's degree, with many earning higher degrees as well [22].

30% of entrepreneurs only finish high school, 31% have an associate degree, 17% have a bachelor's degree, 18% obtained a master's degree, and 4% have a PhD [23].

Competitor Data

1. Entrepreneurs' Organization (EO):
 - Global network offering networking and learning opportunities to members [1]
 - Provides resources such as mentorship, networking events, and healthcare options [3][6]
2. Business Network International (BNI):
 - Over 280,000 members across 70 countries [1]
 - Provides platform for networking and business growth [1]
3. Young Entrepreneur Council (YEC):
 - Invite-only organization for entrepreneurs under 40 [2]
 - Offers peer-to-peer forums, discounts, and in-person events [2]
4. Startup Grind:
 - Over 100,000 entrepreneurs attending events in 150+ countries [2]
 - One of the largest entrepreneur organizations globally [2]
5. Alignable:
 - Cost-free networking community for US-based entrepreneurs and small businesses [3]
 - Provides opportunities for networking, learning, and business exposure [3]
6. GrowthMentor:
 - Community/marketplace connecting founders with experienced mentors [4]
 - Offers highly engaged Slack community, access to events and discounts [4]
7. Future Founders:
 - Focused on youth entrepreneurs [4]
 - Provides mentorship, coaching, and networking opportunities [4]
8. Product Hunt:
 - Global startup community for product enthusiasts [4][5]
 - Platform for discovery and networking [4][5]
9. FoundersBeta:
 - Hub for tech startup founders [5]
 - Offers job board, hot deals, and monthly networking events [5]
10. SaaStr:
 - Community focused on software-as-a-service startups [5]
 - Provides free courses, e-books, workshops, and global events [5]
11. StartupSauce:
 - Private community for SaaS founders outside Silicon Valley [5]
 - Offers closed Slack chat, consultations, and exclusive resources [5]

12. CoFoundersLab:

- Platform for finding potential business partners and resources [5]
- Offers live masterclasses and smart search algorithm for co-founders, investors, or team members [5]

13. LinkedIn Groups:

- Various startup-related groups like On Startups, Startup and Entrepreneurs Network [5]
- Provides networking opportunities [5]

14. Facebook Groups:

- Thematic groups for startups and business owners [5]
- Examples: Founders Space, Startup's | Investors | Entrepreneurs | Mentors | Founders & CEO [5]

15. Quora:

- Knowledge market for entrepreneurs to share insights and find answers [5]

16. Reddit:

- Niche forums for business-related topics [5]
- Examples: Entrepreneurial Mindset and startup subreddits [5]

17. Slack Communities:

- Various startup-focused channels [5]
- Examples: Startup Study Group and Growmance [5]

18. Discord Servers:

- Public servers for entrepreneurs to communicate and network [5]
- Examples: Tech Startup Community and Startup Growth Hub [5]

Demographic Data

Age Distribution of Entrepreneurs:

- 6% are under 25 years old
- 34% are between 25-34 years old
- 26% are between 35-44 years old
- 21% are between 45-54 years old
- 13% are 55 years old or older [9]
- 35% of entrepreneurs and small business owners are in the 50-59 age bracket [23]
- 60% of people who start small businesses are between the ages of 40-60 [23]
- The typical age of new business owners in the U.S. has dropped from 38 to 34 years old since 2017 [21]

Gender Distribution:

- 36.3% of entrepreneurs are female
- 63.7% of entrepreneurs are male [10]

Education Level:

- 15.6% have a high school education or less
- 24.4% have some college education
- 44.6% have a bachelor's degree
- 15.4% have a graduate degree [11]
- 87% of entrepreneurs have at least an associate's degree [22]
- 30% of entrepreneurs only finish high school
- 31% have an associate degree
- 17% have a bachelor's degree
- 18% obtained a master's degree

- 4% have a PhD [23]

Racial and Ethnic Distribution:

- 80% of U.S. businesses are owned by white individuals
- 20% are owned by people of color [21]
- Asian entrepreneurs run 10% of all U.S. businesses [21]
- 17.7% of all employer firms were minority-owned:
 - 5.6% Hispanic
 - 2.2% African American
 - 9.7% Asian
 - 0.4% Native American
 - 0.1% Native Hawaiians and other Pacific Islanders [23]

Number of Entrepreneurs:

- Approximately 31 million entrepreneurs in the United States (about 16% of the adult workforce) [23]
- 55% of adults in the U.S. have started at least one business in their lifetime [22]

Business Formation and Success Rates:

- 30.7 million small businesses in the U.S. (99.9% of all businesses in the country) [21]
- Small businesses have created 9.6 million new jobs from 2000 to 2018 [21]
- Only half of small businesses are estimated to survive 5 years or more [21]
- About 35% of businesses remain in operation by their tenth year
- 18.4% go under by their first year
- Nearly 50% go under in their fifth year [24]

Financing:

- 58% of small businesses in the U.S. start with less than \$25,000
- One-third start with less than \$5,000 [24]
- The most popular method of financing in the U.S. is through personal savings (37%) [23]

Income Levels:

- The average salary of a small business owner is \$69,119 [15]
- On the low end, small business owners earn an average salary of \$32,000
- On the high end, they earn up to \$147,000 [15]

Geographical Distribution:

- San Francisco leads as the most entrepreneurial U.S. city, with 353.7 business founders per 10,000 workers [7]
- San Francisco Bay, CA had the highest total startup score of any city in the United States in 2023 [8]

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User Inputs

Please enter the name of your business, product, or service

FoundersCard

Please describe your business, product or service in as much detail as possible. This can include elements such as the main benefits you offer, costs, industry, etc. and helps make the TAM & SAM calculations more accurate.

FoundersCard is an exclusive membership for startup founders, CEOs, entrepreneurs, and innovators. FoundersCard members can gain access to private, exclusive networking events. Members get VIP perks, discounts, and extras from airlines, hotels, clothing brands, and gyms. FoundersCard offers the Standard membership for \$595 per year, and the All Access Elite membership for \$995 per year.

Optional: Who is your ideal customer or user? This can include things like demographics, behaviors, geographic, details, etc.

Entrepreneurs & founders, focus on the US only

Optional: Who are the primary competitors? This can include specific companies or broad categories. Please separate competitors by commas.

Baby Bathwater, Entrepreneurs' Organization (EO), Soho House

Optional: What makes your business, product or service unique from others in the market?

Custom built for entrepreneurs and founders