

# Pushing Capital – Market Sizing (TAM / SAM / SOM)

**v1.0 · 2026-05-25** · Top-down (analyst-anchored) + bottom-up (per service family). US-centric; figures are 2026 estimates with sources. All sizing is directional with stated assumptions — investors weight the *logic*, not false precision.

## The umbrella (top-down)

PC sits inside the **services-as-software / cross-system-labor** opportunity that four 2026 research desks converged on:

- **Bain (May 2026): ~\$100B US** (\$200B+ global) of cross-system labor convertible to software spend; concentrated **where no single system of record owns the outcome** — PC's exact design point. Window "in quarters, not years."
- **Sequoia (Mar 2026): "Services: the new software"** — the next trillion-dollar companies sell the *work*, not the tool.

## Bottom-up — PC's three service families (US, 2026)

FAMILY	ADDRESSABLE SERVICES SPEND (US)	PC'S LANE
<b>Finance / Credit / Lending</b>	Accounting services <b>\$157B</b> ; bookkeeping & payroll <b>\$76.5B</b> subset; + credit & lending brokerage	Bookkeeping/tax, credit optimization, loan brokerage on one record
<b>Business Services</b>	Business-entity formation (NA = largest share of a ~\$15B global market); <b>21.6M</b> active LLCs; ~ <b>492K</b> new business applications/month	Formation + EIN + business credit + ongoing compliance
<b>Automotive</b>	Vehicle title & registration services <b>~\$12–16B</b> ; <b>digital</b> segment growing <b>16.7% CAGR</b> (\$2.1B→\$8.4B); + dealer F&I	Title/registration, deal docs, financing eligibility, transport

**TAM (the slice PC's families address):** conservatively **~\$90–100B US** of services spend across the three families — consistent with Bain's cross-system-labor umbrella. (\$180–200B+ global.)

## SAM — what PC's model can serve

The **SMB + consumer**, digitally-serviceable, cross-system portion — the fastest-growing slice (SME accounting demand +6.74% CAGR; digital title/registration +16.7% CAGR; surging formation volume). PC's hybrid (workspace + work, AI + subcontractor) model targets the buyers who today stitch together point tools + manual providers.

**SAM  $\approx$  \$15–25B US** (~15–25% of TAM): the digitally-addressable SMB/consumer cross-family demand. *Assumption: PC serves the segment that wants the outcome handled, not DIY software or full-price professional services.*

## **SOM — realistic 3–5 year obtainable**

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Tied to the financial model trajectory: **\$2M ARR by month 12** (base case) → a credible path to **\$25–50M ARR within 3–5 years** as the families scale on the shared spine.

**SOM  $\approx$  \$25–50M ARR** = roughly **0.1–0.25% of SAM** — i.e., enormous headroom; success does not require meaningful market share, only durable penetration of the cross-family wedge.

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## **Why the cross-cutting design wins the sizing argument**

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Single-vertical players each address one box above and rebuild the data layer every time. PC's **one record across families** means each customer is monetizable across multiple families (higher revenue per customer) and each new family is cheaper to add — so PC's *effective* addressable spend per customer is the **sum** of their cross-system needs, not one line item.

## **Sources**

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- [Bain — \\$100B cross-system-labor SaaS](#) · [Sequoia — Services: The New Software](#)
- [Accounting services market \(IBISWorld/Grand View\)](#) · [Payroll & Bookkeeping \(IBISWorld\)](#)
- [Business entity formation market](#) · [US business formation surge \(Mar 2026\)](#)
- [US vehicle title & registration market](#) · [Digital title & registration](#)