

# TMS (TARGET MARKET SHARE ACHIEVED)



## Goals/ Definition

Date when anticipate this specific product will achieve the target market share for the overall product class – i.e., Year X when Gene X-pert will represent 25% market share of all TB molecular diagnostics.

This should be informed by a demand forecast and initially should mirror the assumptions made for impact modeling and should be refine over time with more concrete demand forecasts. Please leave blank if the team is agnostic as to coverage of the specific product and is more interested in overall coverage of the product class or if this is the only product class or if the team has not yet thought through these questions.