



The ENTER EdTech Project

Entering the EdTech Entrepreneurship World

How to size invisible markets and tap into oceans of demand

Description

This resource discusses the notion of "nonconsumption," which refers to underlying demand that exists but that goes unexpressed for lack of suitable products. Instead, people go without, all the while retaining the underlying need to make progress in an area of their lives.

Tip (How / When to use the resource)

This resource can be helpful to entrepreneurs looking into developing markets.

Keywords

Nonconsumption, nonconsumer, percent-of-income

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Link

https://www.christenseninstitute.org/blog/how-to-size-invisible-markets-and-tap-into-oceans-of-demand/?_sf_s=business&sf_paged=3

Country

United States

Target Group

Entrepreneur

Topic Category

Business

Topic

- Business in general
(*Business models, product development, MVP, lean, customer, competition, impact business, EdTech business specifics, metrics, legal issues, EdTech startup case studies etc.*)
- Sales and marketing
(*EdTech pricing models, EdTech sales cycle, marketing, EdTech market places, growth hacking, pitch, EdTech media etc.*)
- Industry Structure, market research reports, market data

Relevance depending on the stage of the venture

- Early Stage
(*company registered, pre-revenue*)

EdTech Subsector(s)

- Early Childhood Education
- K-12 School Education (Kindergarden to Grade 12)
- Higher Education

Scope

- International

Content Type

Website

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