



# 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](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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