


Mission 2.1

Market Analysis

Venture Capital Analyst
EntryLevel 2022

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1. Define a geographical area (you can choose global, a continent, or a country)

Answer: Global

2. Decide on a market. Broad is good.

Answer: EdTech

3. Start your analysis (market outlook, market size, customer analysis, customer perceptions)

Answer:

Market outlook: The global EdTech market is a growing market due to the increase in technological access in high density geographical areas such as India and the competitive need for countries to grow their workforce by providing quality education to all.

Market size: The current market size of the global EdTech market is \$127B in 2022 and is expected to grow into a \$430B market by 2030. The education market on the other hand is even larger which is expected to turn its customers into the EdTech market as the technological facilities become available to more people.

Customer analysis: The customer situation in the EdTech market can be tricky since the facilities are redeemed by student customers while most revenue is generated by the parent customers. So it is necessary to have both on board.

Students: Their age range lies between 5 to 22 and their motivation changes over time as they gain their education depending on the career paths they wish to take on as adults. The behaviour of students varies quite a lot demographically (from country to country.)

Parents: Their age range lies on average between 26 to 45 and their motivation in the domain of EdTech consumerism is to provide their children with quality education that leads them to have financially stable lives doing what they like. The behaviour of parents varies quite a lot demographically (from country to country.)

Customer perceptions:

Students: According to multiple studies done under learning psychology, approximately 52% of all students are unhappy with the quality of education they receive in the United States. This shows a need for innovation in the EdTech market which leaves a lot of room for new startups to conquer the market if done right.

Parents: They tend to support traditional educational methods more for stability.