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If net neutrality is not enforced, then there are two possibilities. Either A: a few large service providers would gain power, charge both ends, both content provider and consumer, and those companies can continually raise prices, driving out small businesses and the lower socioeconomic classes. This would leave only a few major content providers around as well, creating a mass of superpower companies as the only internet force. There is also no competition to increase overall speeds, which are lagging in the US as compared to Europe.

Or B: One company alone can rise to a monopoly as the others collapse by being the only one to NOT exploit this, and thereby being the only force of the internet. They could possibly start exploiting it then after the rest collapse.

Simply put, net neutrality is to protect small businesses on the internet. Small business, the subject of every campaign promise, is at risk here, thanks to the lobbies, billions of dollars in lawyers and bribes, and sheer power of the major service providers.