**Vocabulary for Entrepreneurs**

1. **Bootstrapping:** Building and growing a business without external funding, relying on personal savings or revenue generated by the business.
2. **Business Model:** The framework that outlines how a company creates, delivers, and captures value, including its revenue streams and cost structure.
3. **Crowd funding:** The practice of funding a project or business venture by raising small amounts of money from a large number of people, often through online platforms.
4. **Lean Start-up**: A methodology that advocates for developing a business with a focus on efficiency, using minimal resources and iterating based on customer feedback.
5. **Angel Investor:** An individual who provides financial support to start-ups in exchange for equity or ownership in the company.
6. **Venture Capital:** Funding provided by professional investors to high-potential start-ups in exchange for equity.
7. **Pitch Deck:** A presentation that provides an overview of a business to potential investors, typically including the business model, market analysis, and financial projections.
8. **Incubator:** A program or organization that supports and nurtures early-stage start-ups by providing resources, mentorship, and office space.
9. **Exit Strategy:** A plan outlining how an entrepreneur intends to sell or transfer their ownership in a business.
10. **MVP (Minimum Viable Product):** The initial version of a product that is developed with the minimum features required to satisfy early adopters and gather feedback for further development.
11. **SWOT Analysis:** An evaluation tool that assesses a business's strengths, weaknesses, opportunities, and threats.
12. **Freemium:** A business model that offers basic services for free while charging for premium features or advanced functionalities.
13. **Pivot:** A strategic shift in a company's business model or product offering in response to market feedback or changing circumstances.
14. **Elevator Pitch:** A concise and compelling presentation of a business idea that can be delivered in the time it takes to ride an elevator.
15. **B2B (Business-to-Business):** Companies that sell products or services to other businesses.
16. **B2C (Business-to-Consumer**): Companies that sell products or services directly to end consumers.
17. **Blue Ocean Strategy:** A business strategy that seeks to find uncontested market space by creating innovative products or services.
18. **Burn Rate:** The rate at which a start-up uses up its capital to cover expenses before generating positive cash flow.
19. **Cash Flow:** The movement of money into and out of a business, reflecting its liquidity and financial health.
20. **Disruptive Innovation:** A new product or service that creates a significant shift in an existing market, often displacing established competitors.
21. **ROI (Return on Investment):** A measure of the profitability of an investment, expressed as a percentage of the initial investment.
22. **Scale-Up:** The phase of rapid growth in a business, often involving expanding operations, customer base, and revenue.
23. **Agile Development:** An iterative and flexible approach to software development that emphasizes adaptability and customer feedback.
24. **IPO (Initial Public Offering):** The first sale of a company's stock to the public, transitioning it from private to publicly traded.
25. **Trademark:** A legally registered symbol, word, or name representing a product or company.
26. **Sole Proprietorship**: A business structure where an individual is the sole owner and responsible for all aspects of the business.
27. **Strategic Alliances:** Collaborative agreements between businesses to achieve mutual benefits, such as shared resources or market expansion.
28. **Unicorn:** A start up with a valuation of over $1 billion, typically associated with high-growth technology companies.
29. **Intellectual Property**: Legal rights that protect creations of the mind, such as inventions, designs, and brand names.
30. **Niche Market:** A specific, narrowly defined segment of the market that a business targets with specialized products or services.