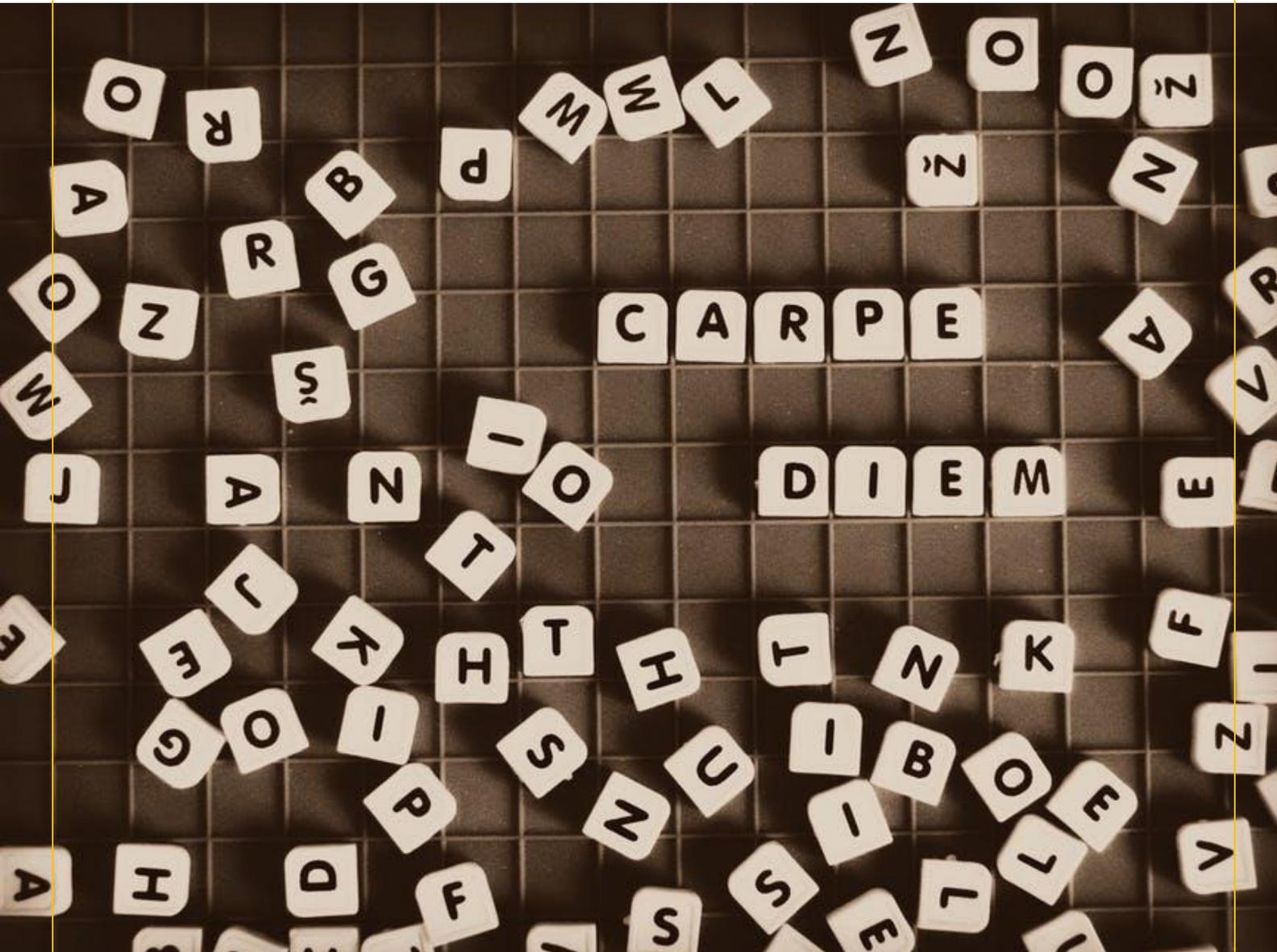




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Glossary



M₃ O₁ D₂ U₁ L₁ E₁ 0

Kaizen Method: a Japanese method of organizing to promote productivity, based in different adjectives.

Engagement: to occupy the attention or efforts of (a person or persons)

Self-employment: to start new business o new activity that brings new opportunities to entrepreneur.

Creative environments: working environments that foster creativity.

Problem solving: capacity and ability to analyze and synthetize problems.

Storytelling: technique based on telling and using stories as a way of communicate.

Orientation to success: competence that allows us to achieve determinate goals and objectives.

M₃ O₁ D₂ U₁ L₁ E₁ 1

Entrepreneur: a person able to start a new activity based on innovation concept, fostering self-employment.

Brainstorming: a technique used to find creative and innovative ideas, based on collaborative aspects that happen at the same time in a managed session.

SCAMPER: a technique used to find creative and innovative ideas, based different adjectives (substitute, combine, adapt, modify, put to another uses, erase and rearrange).

Multiplier: and stimulus that brings opportunity to find new ideas.

Storyboarding: a technique used to find creative and innovative ideas, based on collaborative aspects that happen at different time.

M₃ O₁ D₂ U₁ L₁ E₁ 2

Key activities: determinant activities that brings success to our business, like design, supply, commercial issues, etc.

Key resources: determinant resources that brings success to our business, like machines, equipment's, raw material, etc.

Segment: part of the market in which we are operating (young segment, disabled segment, etc.).

Value proposition: what makes different our product or service.

Metrics: concepts that allow us to measure and control different elements like our customer service, evolution of our profit, etc.

Surplus: concepts in which we invest our incomes.

M₃ O₁ D₂ U₁ L₁ E₁ 3

Margin: the difference between the amount of a loan and the market value of the collateral pledged as security for it.

Revenue: the return or yield from any kind of property, patent, service, etc.; income.

Landing page: single web page that appears in response to clicking on a search engine optimized search result or an online advertisement.

SWOT: a strategic planning tool used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project

M₃ O₁ D₂ U₁ L₁ E₁ 4

Strengths: the quality or state of being strong; bodily or muscular power; vigor

Weaknesses: the state or quality of being weak; lack of strength, firmness, vigor, or the like; feebleness.

Opportunities: a good position, chance, or prospect, as for advancement or success.

Threats: an indication or warning of probable trouble.

Variable costs: costs that vary with output. Generally variable costs increase at a constant rate relative to labor and capital. Variable costs may include wages, utilities, materials used in production, etc.

Fixed costs: costs that are independent of output. These remain constant throughout the relevant range and are usually considered sunk for the relevant range (not relevant to output decisions). Fixed costs often include rent, buildings, machinery, etc.

Profit: the monetary surplus left to a producer or employer after deducting wages, rent, cost of raw materials, etc.

Asset: items of ownership convertible into cash; total resources of a person or business, as cash, notes and accounts receivable, securities, inventories, goodwill, fixtures, machinery, or real estate

Depreciation: decrease in value due to wear and tear, decay, decline in price, etc.

Turnover: the rate at which items are sold, especially with reference to the depletion of stock and replacement of inventory.

Cash flow: a cash flow in its narrow sense is a payment (in a currency), especially from one central bank account to another; the term 'cash flow' is mostly used to describe payments that are expected to happen in the future, are thus uncertain and therefore need to be forecasted with cash flows.

Crowdfunding: the activity or process of raising money from a large number of people, typically through a website, as for a project or small business.

Freelance: a person who works as a writer, designer, performer, or the like, selling work or services by the hour, day, job, etc., rather than working on a regular salary basis for one employer.

Franchise: the right or license granted by a company to an individual or group to market its products or services in a specific territory.

M₃ O₁ D₂ U₁ L₁ E₁ 5

Placement: way to distribute our product or service.

Empathy map: technique used to try to know more about our customer.

Guerrilla marketing: an advertisement strategy concept designed for businesses to promote their products or services in an unconventional way with little budget to spend.

Brand: kind, grade, or make, as indicated by a stamp, trademark, or the like