

Advanced 1- Interview an entrepreneur

Class Objective: Class Objective: I will be able to understand how to interview an entrepreneur.

Concept A: Vocabulary:

Acquisition

Taking ownership of another business.

Frequently used in conjunction with the word merger, as in mergers and acquisitions or M&As.

Advertising

The activity of attracting public attention to a product or business through paid announcements in print, broadcast, or electronic media.

Not to be confused with marketing or public relations.

Angel Investors

Individuals who back emerging entrepreneurial ventures, usually as a bridge to get from the self-funded stage to the level of business that would both need and attract venture capital. Funding level ranges anywhere from \$50,000 to \$2 million.

Appraisal

A formal estimate of the value of something on the open market. It also describes how the estimation and conclusion of value was made.

Barter

Direct exchange of merchandise and/or services between businesses.

Business Incubator

Provides workspace, coaching, and support services to entrepreneurs and early-stage businesses.

Business Valuation

An estimate of the worth of a business entity and its assets.

Consumer Direct Marketing

A form of network marketing in which the distributors are all consumers and must also buy the product for their personal use.

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