

Investor Terminology Cheat Sheet (Roman Urdu)

Yeh cheat sheet aapko InvestX event mein investors ke saath baat cheet ke liye zaroori sarmayakari ki istilahaat (terminology) samajhne mein madad degi. Har term ki wazahat Roman Urdu mein di gayi hai taake aap aasani se samajh saken aur confidence ke saath jawab de saken.

1. Bunyadi Istilahaat (Basic Terms)

Equity (حصص / Hissay)

- **Wazahat:** Jab aap kisi company mein **Equity** dete hain, toh aap us company ki **malikiyat (ownership)** ka ek chhota hissa bech rahe hote hain. Investors aapki company mein paisa lagate hain aur badle mein us company ke **hissaydar (shareholder)** ban jaate hain. Iska matlab hai ke woh company ke profits aur future growth mein share karte hain.
- **Ahamiyat:** Aap kitni equity de rahe hain, is par aapki company ki **valuation (qadar)** depend karti hai.

Investor (سرمایہ کار / Sarmaya Kar)

- **Wazahat:** Woh shakhs ya idara jo aapki company mein paisa lagata hai, is umeed par ke uski sarmayakari future mein barhegi.
 - **Angel Investor (اینجل سرمایہ کار):** Yeh aam taur par ameer afraad hote hain jo apni zaati daulat (personal wealth) se early-stage startups mein invest karte hain. Yeh aksar sirf paisa nahi dete, balkay **mentorship (rehnumai)** aur **network (rabtay)** bhi provide karte hain. Yeh choti amounts (jaise aapki 2.5 million PKR ki request) ke liye behtar hote hain.
 - **Venture Capitalist (وینچر کیپیٹلسٹ / VC):** Yeh professional firms hoti hain jo bade funds manage karti hain aur high-growth potential wali companies mein invest karti hain. Yeh aam taur par badi amounts (millions of dollars) invest karte hain aur badle mein company mein significant equity (baray hissay) lete hain. Inka focus tezi se scale karne wali companies par hota hai.
 - **Strategic Investor (اسٹریٹجک سرمایہ کار):** Yeh woh companies hoti hain jo aapki startup mein invest karti hain, sirf financial return ke liye nahi, balkay strategic benefits (jaise market access, technology partnership) ke liye bhi. Jaise agar koi telco aapke browser mein invest kare.

Agreement (معاہدہ / Muahida)

- **Wazahat:** Investor aur startup ke darmiyan hone wala qanooni dastavez (legal document) jo sarmayakari ki sharton (terms and conditions) ko bayan karta hai. Is mein kitni equity di ja rahi hai, kitna paisa lagaya ja raha hai, aur investors ke kya huqooq (rights) honge, sab likha hota hai.

SAFE (Simple Agreement for Future Equity) (فیوچر ایکویٹی کے لیے سادہ معاہدہ):

- **Wazahat:** Yeh ek qisam ka investment agreement hai jo seed-stage startups mein bohot popular hai. Is mein investor abhi paisa deta hai, lekin usay equity baad mein milti hai, jab company agla funding round raise karti hai. Iska faida yeh hai ke abhi company ki **valuation (qadar)** decide nahi karni padti, jo early stage mein mushkil ho sakti hai. Yeh ek **debt (qarz)** nahi hota, balkay future equity ka promise hota hai.
- **Ahamiyat:** Yeh process ko simple aur tez banata hai, aur lawyers ki fees kam karta hai.

Royalty (رائلٹی):

- **Wazahat:** Yeh ek payment hai jo aap kisi ko uske product, technology, ya intellectual property (zehni jaidad) ke istemal ke badle dete hain. Startup funding mein, kabhi kabhi investors **equity** ke bajaye **revenue royalty** ki shart rakhte hain, jahan woh aapki sales ka ek chota percentage lete rehte hain jab tak unki investment return na ho jaye ya ek certain amount tak na pahunch jaye.
- **Ahamiyat:** Yeh equity dilution se bachne ka ek tareeqa ho sakta hai, lekin aapki future revenue par asar dalta hai.

2. Mazeed Aham Istilahaat (More Important Terms)

Valuation (قدر / Qadar):

- **Wazahat:** Aapki company ki maujooda market value. Investors isi valuation ke hisab se aapki company mein equity lete hain. Agar aapki company ki valuation 100 million PKR hai aur investor 2.5 million PKR laga raha hai, toh woh 2.5% equity lega.
- **Ahamiyat:** Higher valuation ka matlab hai ke aapko kam equity deni padegi, lekin aapko apni valuation justify karni hogi.

Dilution (حصص کی کمی / Hissay Ki Kami):

- **Wazahat:** Jab aap naye investors ko equity dete hain, toh aapki aur aapke maujooda shareholders ki company mein malikiyat ka percentage kam ho jata hai. Ise **dilution**

kehte hain. Yeh ek natural process hai jab company fundraise karti hai.

- **Ahamiyat:** Isko samajhna zaroori hai taake aap apni ownership ka control maintain kar saken.

Term Sheet (ٹرم شیٹ):

- **Wazahat:** Yeh ek non-binding (ghair-mulzim) document hota hai jo investment deal ki bunyadi sharton (key terms) ko outline karta hai. Is mein valuation, equity percentage, investor rights, aur dusri aham sharten shamil hoti hain. Yeh final agreement se pehle banta hai.
- **Ahamiyat:** Yeh negotiation ka starting point hota hai.

Due Diligence (مناسب جانچ پڑتال / Munasib Janch Partal):

- **Wazahat:** Investment se pehle, investors aapki company ki har cheez (financials, legal documents, team, technology, market) ki gehri tahqeeq (thorough investigation) karte hain taake unko koi hidden risks na milen. Is process ko **Due Diligence** kehte hain.
- **Ahamiyat:** Is stage par aapko har sawal ka jawab dene ke liye tayyar rehna chahiye.

Exit Strategy (نکاسی کی حکمت عملی / Nikasi Ki Hikmat-e-Amali):

- **Wazahat:** Investor hamesha yeh janna chahta hai ke woh aapki company se apna paisa wapas kaise nikalega aur profit kaise kamayega. Iske common tareeqe hain: company ka **acquisition (farokht)** kisi badi company ko, ya **IPO (Initial Public Offering)** yani stock market mein list hona.
- **Ahamiyat:** Aapko investors ko apni exit strategy clearly batani hogi.

Burn Rate (برن ریٹ):

- **Wazahat:** Woh rate jis par aapki company apna cash kharch kar rahi hai. Agar aapki company har mahine 500,000 PKR kharch kar rahi hai aur koi revenue nahi hai, toh aapka burn rate 500,000 PKR/month hai.
- **Ahamiyat:** Investors aapka burn rate dekhte hain taake woh samajh saken ke aapke paas kitne mahine ka paisa bacha hai.

Runway (رن وے):

- **Wazahat:** Aapke paas kitne mahine ka cash bacha hai, apne maujooda burn rate par. Agar aapke paas 3 million PKR hain aur aapka burn rate 500,000 PKR/month hai, toh aapka runway 6 mahine ($3,000,000 / 500,000 = 6$) hai.

- **Ahamiyat:** Investors chahte hain ke aapke paas kam az kam 12-18 mahine ka runway ho.

Unit Economics (یونٹ اکنامکس):

- **Wazahat:** Aapke business model ki profitability ko ek single unit (jaise ek customer, ek product sale) ke level par samajhna. Maslan, ek naye paid user ko acquire karne mein kitna kharcha aata hai (CAC - Customer Acquisition Cost) aur woh user apni lifetime mein kitna revenue generate karega (LTV - Lifetime Value).
- **Ahamiyat:** Investors isse aapke business ki long-term viability samajhte hain. Aapko dikhana hoga ke $LTV > CAC$.

MVP (Minimum Viable Product) (کم سے کم قابل عمل پروڈکٹ):

- **Wazahat:** Aapke product ka woh sabse bunyadi version jo itni features rakhta hai ke early customers ko satisfy kar sake aur unse feedback le sake. Aapka Limit-X browser iski ek misaal hai.
- **Ahamiyat:** Investors dekhte hain ke aapne kam resources mein kitna jaldi product market mein launch kiya.

Traction (کشش / Kashish):

- **Wazahat:** Aapki startup ki progress aur growth ke saboot (evidence). Is mein user growth, revenue, partnerships, media coverage, ya koi bhi cheez shamil ho sakti hai jo dikhaye ke aapka product market mein chal raha hai. Aapke 2,000 downloads aur 9 paid users aapki traction hain.
- **Ahamiyat:** Investors ke liye traction sabse aham cheezon mein se ek hai, kyunki yeh market validation ka saboot hai.

Tayyari ke liye kuch mazeed tips:

- **Confidence:** Har sawal ka jawab confidence se den, bhale hi aapko jawab na aata ho, tab bhi aap keh sakte hain ke "Yeh ek acha sawal hai, main is par mazeed research karunga/karungi."
- **Numbers:** Apne numbers (users, revenue, growth rate) ko achi tarah yaad rakhen.
- **Story:** Apni startup ki story aur vision ko jazbati andaaz mein bayan karen.

Yeh cheat sheet aapko InvestX mein kamyabi ke liye tayyar karne mein madad degi. Best of luck!