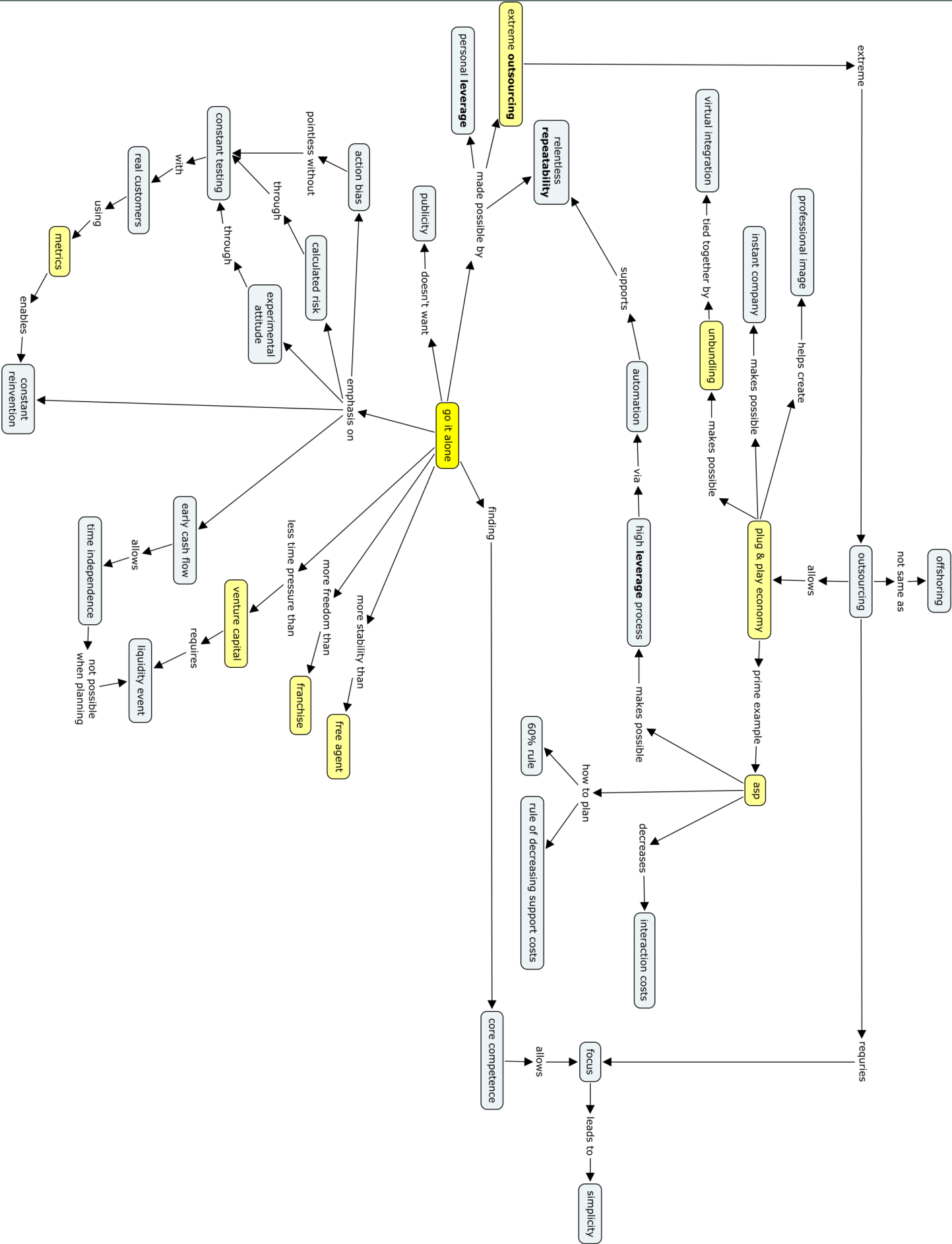
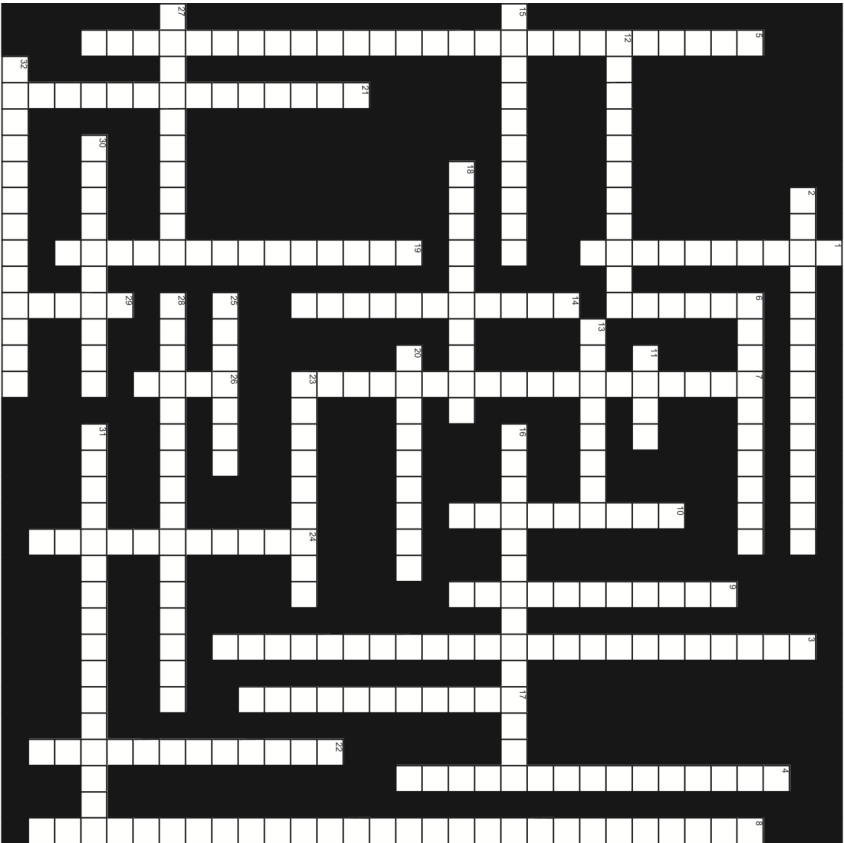


Concept Map



Words You Should Know



Across

2. Funds that invest in start ups but expect a high ROI in a short time frame
6. Rather than trying to guess whether something will work, _____
11. Overcome _____ by doing what you do best!
12. A failure warning sign. Success breeds _____
13. Plan for the unknown by being _____
15. A failure warning sign. Too much _____ signals failure.
16. Concentrating on what you do best
18. Entrepreneurs plan for the future by constant _____
20. Business that licenses the brand and business system of its parent company
23. Business characterized by minimal start up costs, few employees, and a not-small mentality
25. A new business venture
27. " _____ will always outperform complexity"
28. Allows you to magnify your talents
30. What to track to make sure your business stays healthy
31. "Approaches to pricing that make it extremely easy for a prospective customer to say yes"
32. Find a way. Have _____

Down

1. Moving functions from inside to outside a company
3. "Ability to create processes and systems that determine exactly how the business will work"
4. Efficiencies and other opportunities that are possible once a business reaches a certain size
5. A supplier of Internet-based software services
6. When you find the right thing you'll have lots of _____ for it
7. Hire outside firms to do what they do best, so that you can do (only?) what you do best
8. Today's expensive, exclusive business services will be widely available on an outsourced basis in 12-18 months
9. Ability for a business to grow easily
10. "Skilled individual who makes a living working for others through a series of short- or long-term assignments"
14. Modular services designed to be outsourced so that they can become part of a business system
17. Capabilities that are not tied to your time are _____
19. The framework that allows you to predictably operate your business
21. What you (your business) can do better than anyone else
22. Why most new businesses fail
24. Opposite of custom. Saves time and reduces risk
26. Reducing _____ is a key benefit of the Go it Alone approach
29. AKA feature creep

[illegible]