

GLOSSARY



Entrepreneurship Foundations

With Kim Kaupe

Use these terms and definitions below to understand concepts taught in the course.

Transcript Search: note that you can search for terms directly within the course. To search video text, switch to the *Transcripts* tab, then press Cmd/Ctrl + F on your keyboard to run a search within the active transcript.

Term	Definition
bootstrap	Using your own savings and profits to start and grow your company
capital	The money or assets a business needs to produce products or services; types include financial capital, human capital, and intellectual capital
mentors	Individuals who help guide others in their business careers
Myers-Briggs	A personality inventory that looks at psychological preferences on how people perceive the world
side hustle	A term used for taking baby steps when starting a business, as an easy way to test the waters with a product or service
trademark	Typically protects brand names and logos used on goods and services