



Digital - Sustainable - Profitable



THE ENTREPRENEURIAL DICTIONARY:

A Fun Guide to Understanding
Entrepreneurial Concepts for
Universities

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WELCOME TO THE ENTREPRENEURIAL DICTIONARY!

The Entrepreneurial Dictionary is designed to help universities and individuals better understand entrepreneurial concepts in a simple, funny way. It breaks down key terms often misunderstood or intimidating, helping reduce fear and misconceptions around entrepreneurship.

What is inside this dictionary?

This tool includes the most common terms related to entrepreneurship, helping you build a better understanding of essential concepts. The terms are categorized into three levels to match different stages of familiarity:

- Basic: Core concepts for those just starting to explore entrepreneurship.
- Intermediate: Deeper insights for those with some experience or interest in the topic.
- Advanced: More complex terms for experienced individuals seeking further development.

Each term is presented with the following elements:

- Formal Definition: A professional explanation of the term.
- Fun Definition: An easy, funny, engaging definition of the concept.
- Why It Matters: Insight into the relevance of the term in academic settings.
- Example: An example on how to use the word or where does it apply.

L I S T O F C O N C E P T S

- Acquisition ★★★
- Angel Investor ★★★
- B2B (Business to Business) ★
- B2C (Business to Consumer) ★
- Bootstrapping ★★
- Branding ★
- Break-Even Point ★★
- Breakthrough Idea ★
- Budget ★
- Burn Rate ★★★
- Business Idea ★
- Business Model ★
- Business Plan ★
- Co-Founder ★
- Competition ★
- Costs ★

★ Basic

★★ Intermediate

★★★ Advanced

L I S T O F C O N C E P T S

- Crowdfunding ★★★
- Customer ★
- Disruption ★★★
- Entrepreneur ★
- Entrepreneurship ★
- Equity ★★★
- Exit Strategy ★★★
- Failure ★
- Incubator ★
- Innovation ★
- Intellectual Property ★★★
- Investor ★
- IPO ★★★
- Iteration ★★
- KPIs ★★
- Lean Canvas ★★

★ Basic

★★ Intermediate

★★★ Advanced

L I S T O F C O N C E P T S

- Lean Startup ★★
- Market ★
- Market Research ★
- Market Validation ★★
- Mentor ★
- Mentorship ★
- Networking ★
- Opportunity ★
- Pitch ★
- Pitch Deck ★
- Pivot ★★
- Product/Service ★
- Profit ★
- Prototype ★
- Revenue ★
- Revenue Model ★

★ Basic

★★ Intermediate

★★★ Advanced

L I S T O F C O N C E P T S

- Risk ★
- ROI (Return on Investment) ★★
- Sales ★
- Scaling ★
- Seed Funding ★★
- Series A Funding ★★★
- Startup ★
- Sustainable Business ★★
- Target Audience ★★
- User Experience ★★
- Valuation ★★★
- Value Creation ★
- Value Proposition ★
- Venture Capital ★★★

★ Basic

★★ Intermediate

★★★ Advanced

Acquisition

Buying something (or someone's entire company) when you decide it's easier than starting from scratch or just really want what they have!

E.g. "A university made an acquisition of an e-learning platform company to expand its online course offerings in an easier way."

Why is it important in academia?

Helps institutions grow through collaborations and new resources for students.

How is it used in entrepreneurship?

Are used as a growth strategy, allowing companies to expand their market presence, acquire new technologies, eliminate competition, or gain access to a broader customer base.



Level: ★★★

Angel Investor

A rich person who gives you money for your big idea, like a fairy godparent for startups, but instead of a magic wand, they bring cash and contracts.

E.g. "A former alum turned angel investor funded the university's new innovation hub to support student-led startups."

Why is it important in academia?

Teaches students about early-stage funding and how private individuals can support innovative ideas.

How is it used in entrepreneurship?

Angel investors help early-stage startups get off the ground by providing capital in exchange for equity.



Level: ★★★

B2B (Business to Business)

Selling stuff to companies, not to your neighbor or grandma.

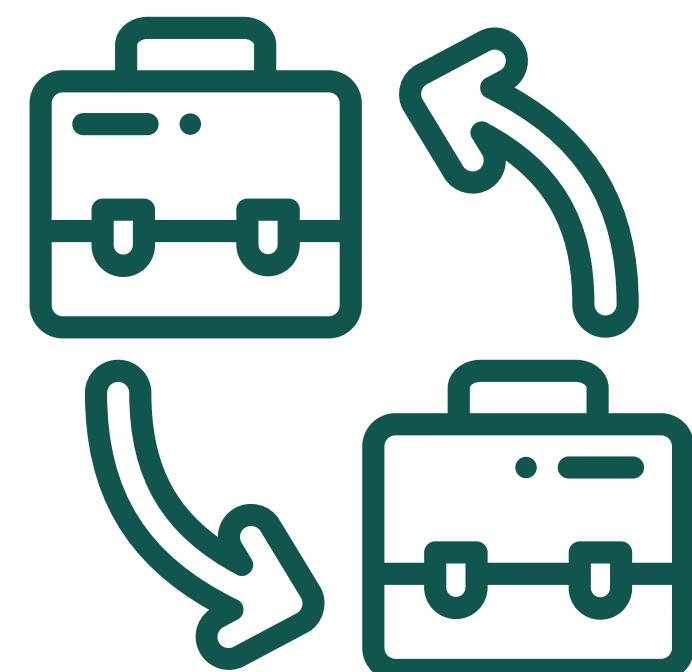
E.g. "The university partnered with a B2B software company to implement a new campus-wide learning management system."

Why is it important in academia?

Helps students understand models where businesses are the main clients.

How is it used in entrepreneurship?

Entrepreneurs use B2B models to sell products or services to other businesses, focusing on long-term contracts, bulk pricing, and professional relationships to sustain revenue growth.



Level: ★

B2C (Business to Consumer)

When a business skips the middleman and goes straight to the people.

E.g. "The university's student store operates on a B2C model, selling merchandise directly to students and visitors."

Why is it important in academia?

Teaches students how to market products directly to consumers.

How is it used in entrepreneurship?

B2C models allow entrepreneurs to sell directly to individual consumers, often emphasizing branding, customer experience, and digital marketing to build a broad customer base and drive sales.



Level: ★

Bootstrapping

Starting a business with nothing but your savings, free Wi-Fi, and sheer determination—like turning your dorm room into a startup HQ.

E.g. "The university's entrepreneurship club bootstrapped their annual event by using free campus spaces and volunteer support."

Why is it important in academia?

Encourage ingenuity and innovation by showing students how to launch projects with minimal funding.

How is it used in entrepreneurship?

Entrepreneurs use bootstrapping to maintain full control over their business by self-funding operations, focusing on minimal expenses and organic growth without external investors.



Level: ★★

Branding

When a business puts on its favorite outfit and personality giving a vibe that says, "We're the cool kids on campus."

E.g. "The university renewed its branding by designing a modern logo and a student-driven social media campaign to attract prospective students."

Why is it important in academia?

Helps universities and student projects build recognition, trust, and a professional identity for broader impact.

How is it used in entrepreneurship?

Entrepreneurs use branding to create a memorable identity for their business to attract and retain customers while standing out in the market.



Level: ★

Break-Even Point (BEP)

The magical moment when your project finally stops costing you money.

E.g. "The student startup reached its break-even point after five months by covering all initial investments."

Why is it important in academia?

Helps students understand financial sustainability and when a project becomes self-sufficient.

How is it used in entrepreneurship?

Is used to determine when a business will start covering its costs, helping assess pricing strategies and financial health before achieving profitability.



Level: ★★

Breakthrough Idea

That genius idea at 2 a.m. that could change your life!

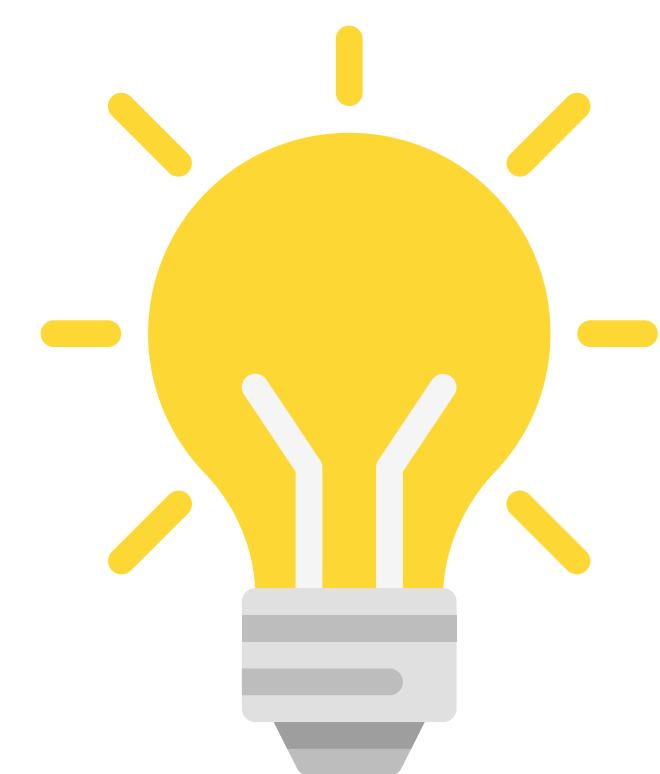
E.g. "The innovation lab developed a breakthrough idea for reducing food waste in the campus cafeteria."

Why is it important in academia?

Encourages students to think creatively and seek innovative solutions in academic and entrepreneurial contexts.

How is it used in entrepreneurship?

Entrepreneurs seek breakthrough ideas to disrupt existing markets or create entirely new ones, often using them as a competitive advantage to attract customers and investors.



Level: ★

Budget

Telling your money where to go instead of wondering where it went.

E.g. "The student club created a budget to plan their annual campus event, ensuring costs were controlled."

Why is it important in academia?

Helps students learn financial planning and resource management for projects.

How is it used in entrepreneurship?

Entrepreneurs use budgeting to plan resource allocation, control expenses, and make informed financial decisions, ensuring the business stays on track with its growth goals.



Level: ★

Burn Rate

The money countdown clock... tick-tock, in other words, the speed at which your budget disappears

E.g. "The university incubator tracked its burn rate to ensure the sustainability of student startup funding."

Why is it important in academia?

Teaches financial awareness and the importance of balancing spending with available resources.

How is it used in entrepreneurship?

Is used to monitor how quickly they are using available capital, helping them plan for fundraising timelines and adjust spending to avoid running out of funds.



Level: ★★★

Business Idea

That spark of inspiration where you think, “This could be huge!”

E.g. "A group of students developed a business idea for a campus thrift store, promoting sustainable fashion."

Why is it important in academia?

Encourages creativity and problem-solving while giving students hands-on entrepreneurial experience.

How is it used in entrepreneurship?

As the foundation for their ventures, often validating them through market research and prototyping before fully launching.



Level: ★

Business Model

Your game plan for making money—like figuring out whether your handmade tote bags sell better online or at campus events.

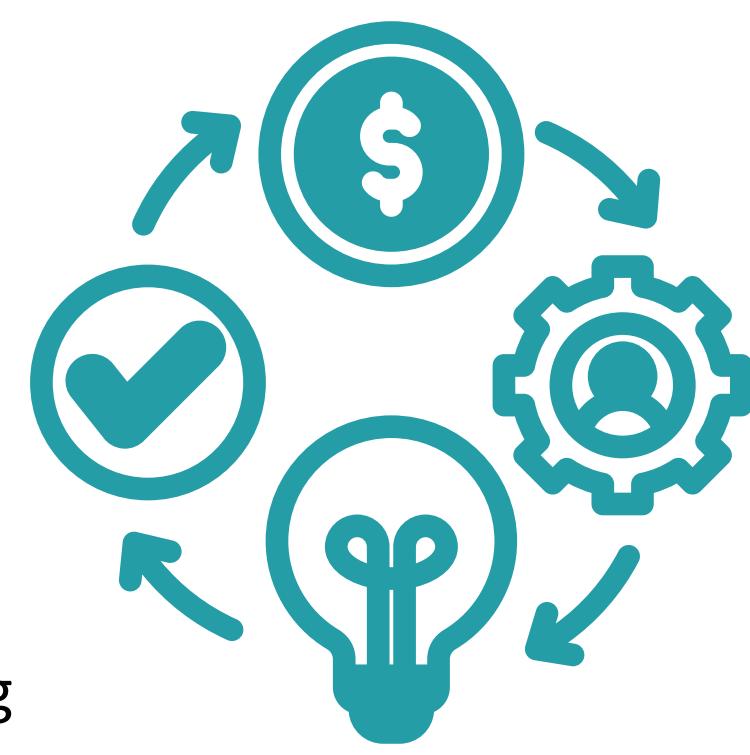
E.g. "The campus café adapted its business model by offering subscription-based meal plans for students."

Why is it important in academia?

Helps students understand how businesses sustain operations and generate income effectively.

How is it used in entrepreneurship?

To define how their venture will generate revenue, focusing on identifying customer segments, revenue streams, and cost structures to ensure sustainability.



Level: ★

Business Plan

Your business's "cheat sheet"—the master plan you write to show you're serious, even if you're still figuring things out.

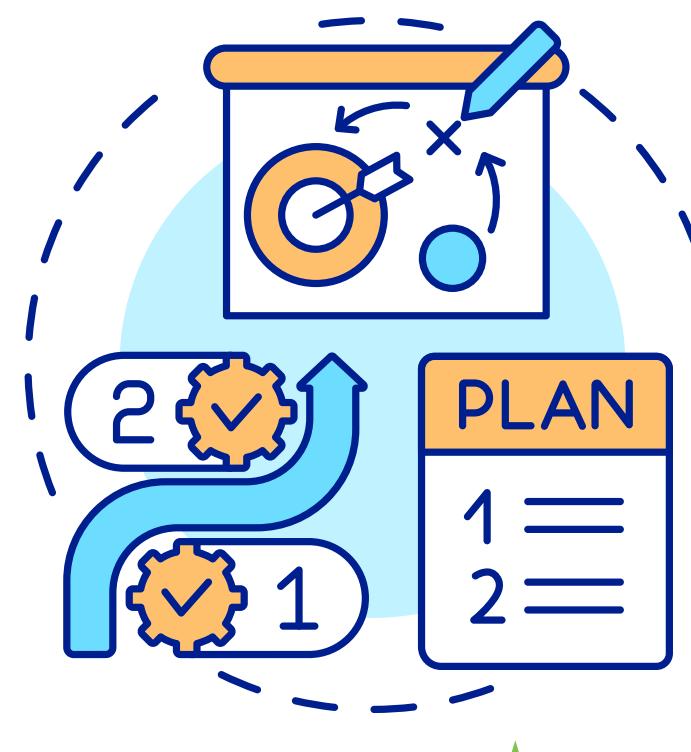
E.g. "The university startup competition required each team to submit a business plan outlining their goals, target audience, and financial needs."

Why is it important in academia?

Encourages strategic thinking and helps students turn ideas into structured, actionable projects.

How is it used in entrepreneurship?

Serves as a roadmap for launching and scaling a venture. It helps define objectives, outline strategies, and present financial forecasts, making it essential when seeking funding or aligning a team.



Level: ★

Co-Founder

Your business BFF—the person you team up with because two brains (and stress levels) are better than one.

E.g. "Two students co-founded a campus delivery service, combining one's tech skills with the other's marketing genius."

Why is it important in academia?

Encourages teamwork and collaboration, highlighting the power of shared ideas and skills.

How is it used in entrepreneurship?

Co-founders often play a critical role in startups by sharing leadership, combining complementary skills, and splitting risks and responsibilities.



Level: ★

Competition

Like trying to sell lemonade when your classmate opens a stand right next to you—now it's all about who has better snacks and marketing.

E.g. "The campus cafés had to get creative when a new food truck showed up, adding student discounts to stay competitive."

Why is it important in academia?

Teaches students the importance of standing out and finding unique value in a crowded world.

How is it used in entrepreneurship?

Understanding the competitive landscape allows startups to identify market gaps, differentiate their offerings, and develop strategies that emphasize their unique value to customers.



Level: ★

Costs

The bills you can't avoid.

E.g. "The student club reduced event costs by borrowing speakers and using free campus spaces."

Why is it important in academia?

Helps students grasp financial planning and resource management for entrepreneurial projects.

How is it used in entrepreneurship?

Managing costs effectively is key to a startup's survival, as it influences pricing, profitability, and long-term sustainability.



Level: ★

Crowdfunding

Asking the internet for help... and sometimes it listens.

E.g. "The team used crowdfunding to finance their prototype."

Why is it important in academia?

Encourages entrepreneurial projects by showcasing alternative funding methods for student innovations and research initiatives.

How is it used in entrepreneurship?

Crowdfunding helps startups secure funding without relying on traditional investors, often validating market interest while raising capital.



Level: ★★

Customer

The superhero who funds your dreams one purchase at a time.

E.g. A student-led coffee shop on campus tailors its menu based on student preferences, treating them as their primary customers.

Why is it important in academia?

Teaches students the importance of identifying and serving the right audience in entrepreneurial ventures.

How is it used in entrepreneurship?

Customers are the foundation of every business model, as understanding their needs drives product development and sales strategies.



Level: ★

Disruption

Shaking things up so much that no one remembers the old way.

E.g. "Their tech innovation disrupted traditional delivery services."

Why is it important in academia?

Inspires students to think beyond existing practices, encouraging innovation-driven projects and research.

How is it used in entrepreneurship?

Entrepreneurs aim for disruption by introducing innovations that challenge the status quo, often leading to major shifts in industry dynamics.



Level: ★★★

Entrepreneur

The brave soul who turns caffeine, stress, and big ideas into businesses.

E.g. "A student entrepreneur starts a subscription box service for healthy snacks sourced from local farmers."

Why is it important in academia?

Encourages students to explore self-driven career paths and build skills in leadership, risk management, and innovation.



How is it used in entrepreneurship?

Entrepreneurs drive economic growth by creating new products, services, and jobs while embracing calculated risks.

Level: ★

Entrepreneurship

The art of turning wild ideas into businesses, sometimes fueled by late-night brainstorming and questionable amounts of coffee.

E.g. "A university's entrepreneurship club runs a startup competition where students pitch business ideas for social impact projects."

Why is it important in academia?

Equips students with the mindset and skills to innovate, problem-solve, and create value in various fields.

How is it used in entrepreneurship?

Entrepreneurship involves launching and managing startups, innovating within existing companies, and finding solutions to market needs.



Level: ★

Equity

A fancy word for saying 'You own a piece of the business pie.' The bigger the slice, the bigger the rewards—or risks!

E.g. "The investor provided \$50,000 in exchange for 10% equity."

Why is it important in academia?

Introduces funding models to academic projects.

How is it used in entrepreneurship?

Entrepreneurs often offer equity to investors in exchange for funding or to co-founders as part of shared ownership agreements.



Level: ★★

Exit Strategy

The ‘breakup plan’ for your business, but instead of heartbreak, you (hopefully) leave with profits or a great story to tell.

E.g. "A university startup plans to sell its e-learning platform to a larger educational software company after reaching market success."

Why is it important in academia?

Teaches strategic thinking and long-term planning, emphasizing that successful ventures often require a planned conclusion.

How is it used in entrepreneurship?

Exit strategies help business owners plan for the future, whether selling shares, merging, or passing leadership to someone else.



Level: ★★★★

Failure

The not-so-fun part of learning and improving.

E.g. "Failure taught them what didn't work so they could try again."

Why is it important in academia?

Promotes a growth mindset, encouraging students to view setbacks as opportunities for learning and skill development.

How is it used in entrepreneurship?

Failure is often seen as a learning experience, helping entrepreneurs refine their ideas and strategies for future ventures.



Level: ★

Incubator

Like a nursery for baby businesses: feed them, nurture them, and hope they grow up strong.

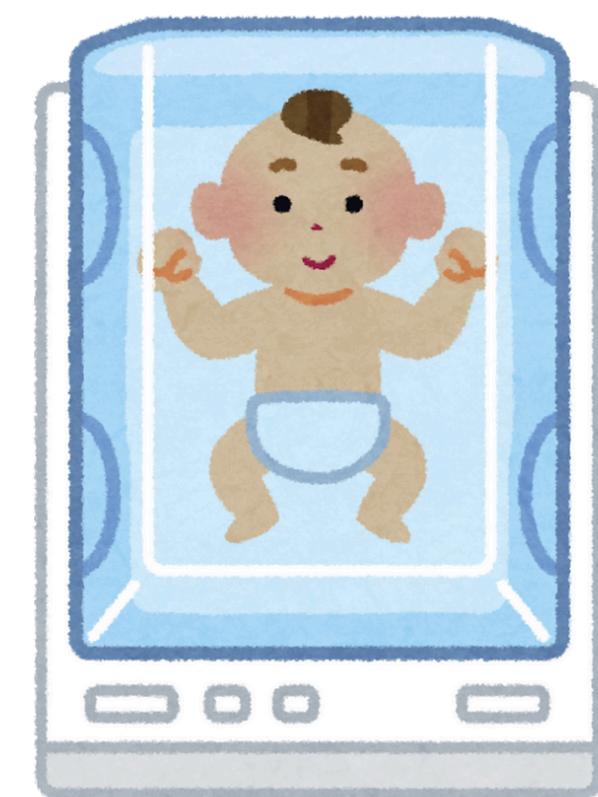
E.g. "The startup incubator helped them refine their idea into a real product."

Why is it important in academia?

Encourages hands-on entrepreneurial learning while providing structured support for student projects and research commercialization.

How is it used in entrepreneurship?

Incubators help startups by offering mentoring, networking, and resources to turn ideas into viable businesses.



Level: ★

Innovation

When you take an old idea, flip it upside down, and suddenly everyone's like, 'Why didn't I think of that?'

E.g. "A student startup develops a reusable notebook that digitizes handwritten notes instantly, innovating in the study habits of students."

Why is it important in academia?

Fosters creativity and problem-solving, helping students explore original solutions in their fields of study.

How is it used in entrepreneurship?

Innovation drives market growth by introducing new solutions or enhancing existing products to meet consumer needs better.



Level: ★

Intellectual Property (IP)

The official “hands off, it’s mine!” for ideas.

E.g. "A university research team patents a new biodegradable plastic formula developed in their sustainability lab."

Why is it important in academia?

Protects academic discoveries and encourages innovation while providing pathways for commercialization and collaboration.

How is it used in entrepreneurship?

Entrepreneurs use IP protections like patents, copyrights, and trademarks to safeguard their innovations from being copied.



Level: ★★★★

Investor

The person who gives you money because they believe your crazy idea might just change the world—or make them rich.

E.g. "A venture capitalist invests in a student startup focused on AI-powered language learning apps."

Why is it important in academia?

Helps students understand funding sources for entrepreneurial projects and how to build persuasive pitches for support.



How is it used in entrepreneurship?

Investors fund startups to support growth, often providing mentorship and strategic advice alongside financial backing.

Level: ★

Initial Public Offering (IPO)

Taking the company public... and hoping for big headlines.

E.g. "A university-born tech company specializing in virtual labs goes public after achieving market success and widespread adoption."

Why is it important in academia?

Educes students on advanced business growth stages and public investment processes.

How is it used in entrepreneurship?

An IPO allows businesses to raise large amounts of capital while offering public investment opportunities.



Level: ★★★

Iteration

Trying, failing, fixing... repeat.

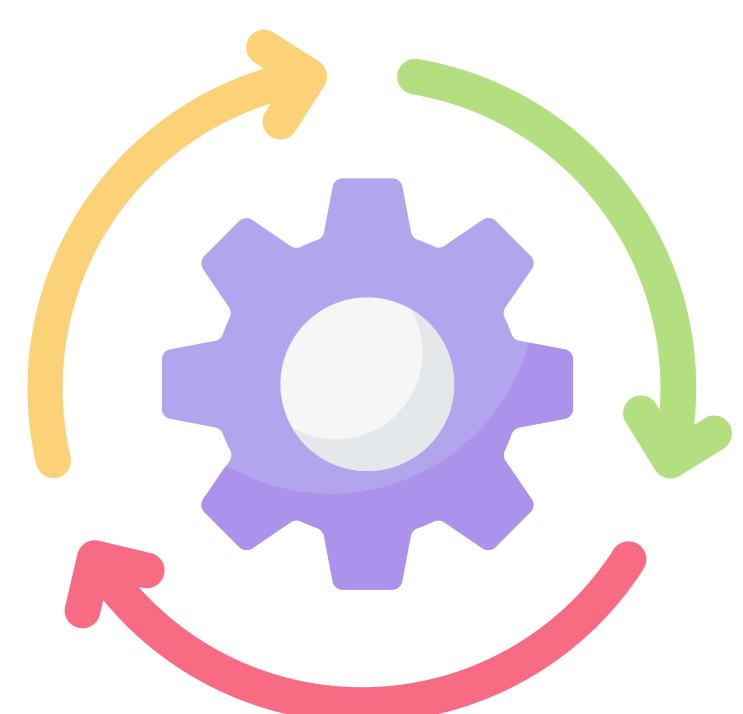
E.g. "They iterated their prototype based on feedback from early users."

Why is it important in academia?

Encourages continuous improvement and learning through trial, error, and feedback.

How is it used in entrepreneurship?

Entrepreneurs use iteration to refine ideas based on feedback and performance data, improving their products over time.



Level: ★★

KPI's

The scoreboard that tells you if you're winning or just running around in circles.

E.g. "A student startup tracks monthly user growth and retention rates as KPIs for their productivity app."

Why is it important in academia?

Teaches the importance of setting measurable goals for both projects and academic research initiatives.

How is it used in entrepreneurship?

Entrepreneurs use KPIs to measure performance against business objectives and make data-driven decisions.



Level: ★★

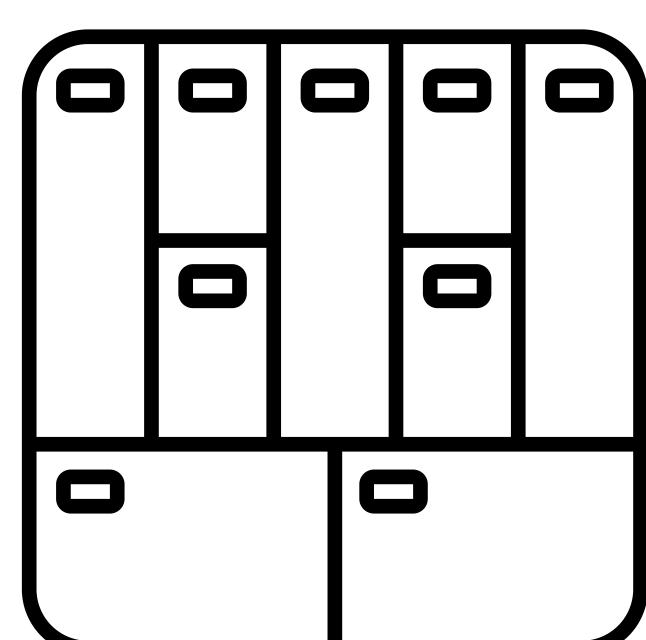
Lean Canvas

A quick sketch of your plan so you don't get lost in a 50-page document.

E.g. "A student startup uses the Lean Canvas to map out their app idea for mental health support before seeking funding."

Why is it important in academia?

Encourages students to focus on core ideas and test business concepts efficiently in courses and startup programs.



How is it used in entrepreneurship?

Entrepreneurs use the Lean Canvas to quickly map out and test their business concepts without lengthy documentation.

Level: ★★

Lean StartUp

The 'fail fast, learn faster' method where you launch, test, tweak, repeat —until you get it right (or give up).

E.g. "A team launches a basic version of their event-planning app to test interest before building extra features."

Why is it important in academia?

Teaches the value of experimentation, feedback loops, and data-driven decision-making for entrepreneurial success.



How is it used in entrepreneurship?

Helps startups avoid wasting time and resources by focusing on real-world testing and continuous learning.

Level: ★★

Market

Where you find the people who don't yet know they need your idea.

E.g. "A university project creating reusable coffee cups defines its market as eco-conscious students and staff."

Why is it important in academia?

Helps students understand the importance of identifying the right audience for projects and ideas.

How is it used in entrepreneurship?

Entrepreneurs define their market to understand demand and target the right audience.



Level: ★

Market Research

The detective work you do to find out if your million-dollar idea is actually worth.

E.g. "Market research showed strong demand for their new product."

Why is it important in academia?

Teaches critical analysis and decision-making based on real data rather than assumptions.

How is it used in entrepreneurship?

Entrepreneurs use market research to validate demand and refine their products.



Level: ★

Market Validation

When you finally prove your idea isn't just cool in your head

E.g. "Market validation showed strong interest in their app idea."

Why is it important in academia?

Encourages hands-on learning by proving concepts through direct audience interaction.

How is it used in entrepreneurship?

Entrepreneurs use market validation to minimize risk and confirm demand before scaling.



Level: ★★

Mentor

Your entrepreneurial Yoda—shares wisdom, helps you avoid rookie mistakes, but won't do the work for you.

E.g. "A tech startup founder mentors a university team working on an AI-driven language learning tool."

Why is it important in academia?

Fosters leadership, skill development, and knowledge sharing among students and faculty.

How is it used in entrepreneurship?

Mentors help entrepreneurs navigate challenges, expand their networks, and make better decisions.



Level: ★

Mentorship

The secret sauce of success where someone smarter than you helps you level up your skills and confidence.

E.g. "Mentorship from a professor helped the students develop their idea into a working prototype."

Why is it important in academia?

Promotes professional growth, collaboration, and the transfer of knowledge across academic networks.



How is it used in entrepreneurship?

Entrepreneurs often seek mentorship to gain insights, avoid common mistakes, and expand their network.

Level: ★

Networking

Basically speed dating for your career—collect contacts, swap ideas, and hope something awesome comes from it.

E.g. "Networking at the conference helped them find a co-founder."

Why is it important in academia?

Encourages students to build valuable relationships for academic collaborations and career development.

How is it used in entrepreneurship?

Networking helps entrepreneurs build connections with potential clients, partners, mentors, and investors.



Level: ★

Opportunity

When you spot a gap in the world and think, 'Hmm, I could totally build something awesome here.'

E.g. "The team saw an opportunity to develop a new eco-friendly packaging solution."

Why is it important in academia?

Teaches students to identify problems as the foundation for innovative solutions and entrepreneurial thinking.

How is it used in entrepreneurship?

Entrepreneurs seek opportunities to create value by solving unmet needs in the market.



Level: ★

Pitch

Talking fast and hoping someone throws money your way.

E.g. "During the innovation fair, Maria pitched her idea for a portable solar charger, impressing the judges with her clear value proposition."

Why is it important in academia?

Encourages students to practice clear communication, critical thinking, and persuasive presentation skills.

How is it used in entrepreneurship?

Entrepreneurs use pitches to present their ideas clearly and persuasively to secure funding or partnerships.



Level: ★

Pitch Deck

Slides you hope will impress someone into investing.

E.g. "The startup team created a pitch deck showcasing their app, including revenue projections and market research."

Why is it important in academia?

Teaches students to present ideas visually and organize complex information effectively.

How is it used in entrepreneurship?

Entrepreneurs use pitch decks to visually support their pitches and present complex business ideas clearly.



Level: ★

Pivot

The entrepreneurial plot twist—when your original idea flops, so you change direction before losing all your cash

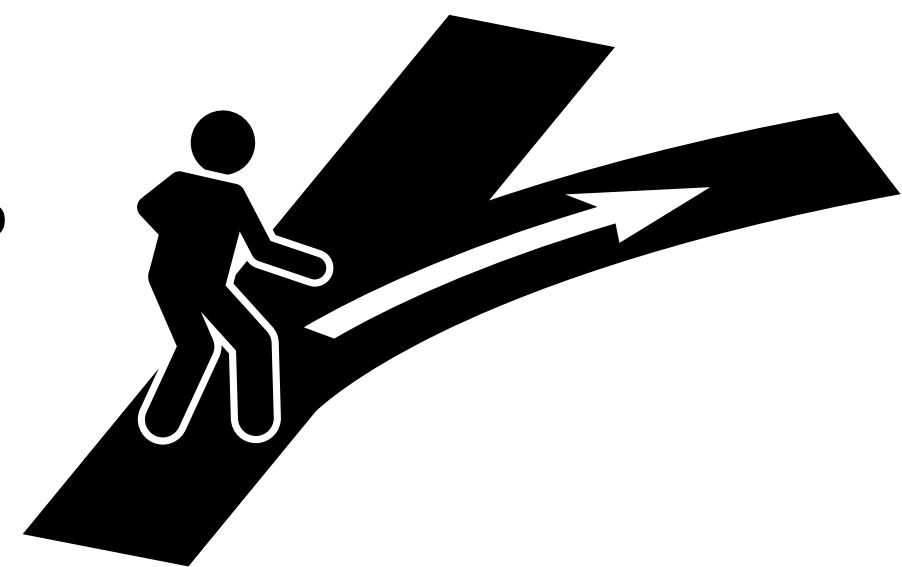
E.g. "After poor sales, the team pivoted from selling reusable water bottles to a full eco-friendly lifestyle brand."

Why is it important in academia?

Encourages adaptability and problem-solving, showing students how to learn from feedback and evolve ideas.

How is it used in entrepreneurship?

Entrepreneurs pivot to find better market fits or solve problems uncovered during early testing phases.



Level: ★★

Product/Service

The “thing” you’re selling to make someone’s life easier (or cooler).

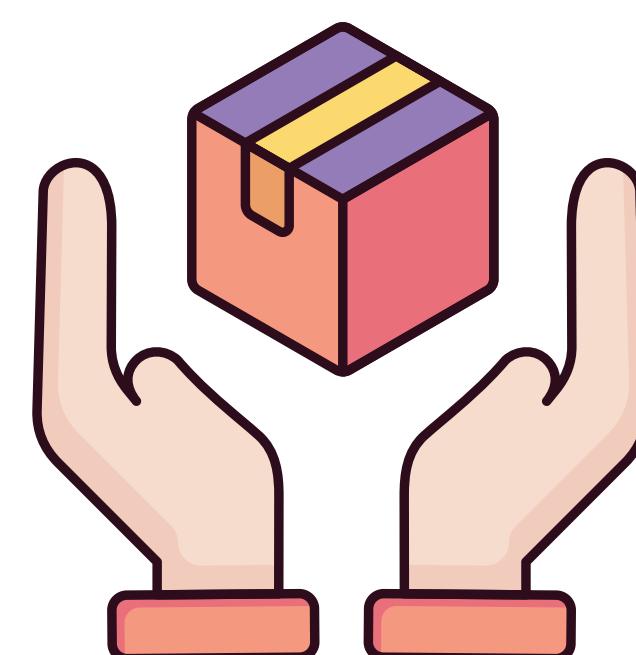
E.g. "The student business sold personalized journals as their primary product, while offering handwriting workshops as a service."

Why is it important in academia?

Helps students grasp financial planning and resource management for entrepreneurial projects.

How is it used in entrepreneurship?

Entrepreneurs design products or services based on market needs and sell them to generate revenue.



Level: ★

Profit

The sweet reward after all the hard work—what's left when you subtract the bills from the cash you made.

E.g. "The student-run café made a profit of \$500 in its first month after covering rent and supply costs."

Why is it important in academia?

Teaches students financial literacy and sustainability in business ventures.

How is it used in entrepreneurship?

Profit indicates the financial health of a business and its ability to sustain operations.



Level: ★

Prototype

Your idea's rough draft—still a work in progress, but enough to test and show off.

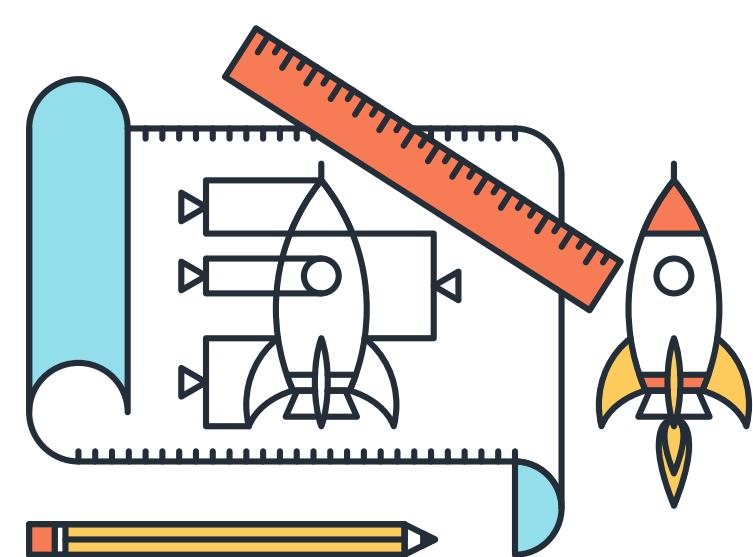
E.g. "The engineering students built a 3D-printed prototype of their self-watering plant pot for testing."

Why is it important in academia?

Encourages hands-on learning and iterative design thinking in innovation projects.

How is it used in entrepreneurship?

Entrepreneurs create prototypes to gather feedback and refine their products.



Level: ★

Revenue

All the money you bring in from selling your stuff—before reality hits with bills and taxes.

E.g. "The university event brought in \$10,000 in ticket sales revenue from its entrepreneurship conference."

Why is it important in academia?

Helps students understand the difference between income, profit, and operational costs.

How is it used in entrepreneurship?

Entrepreneurs track revenue to measure business performance and market demand.



Level: ★

Revenue Model

The part of the plan where you finally answer, "How do we get paid?"

E.g. "The student app startup chose a freemium revenue model where basic use is free but premium features require payment."

Why is it important in academia?

Teaches the importance of strategic financial planning and business sustainability.

How is it used in entrepreneurship?

Entrepreneurs use revenue models to define their pricing strategies and income sources.



Level: ★

Risk

The “uh-oh” moment you take to win the big prize.

E.g. ""Starting a business involves risk, but the rewards can be worth it."

Why is it important in academia?

Helps students understand calculated risk-taking and decision-making under uncertainty.

How is it used in entrepreneurship?

Entrepreneurs assess and manage risk when making strategic decisions.



Level: ★

ROI (Return on Investment)

What you get back after spending money, time, or energy, hopefully more than you put in.

E.g. "The marketing campaign for the student event delivered a 300% ROI by doubling ticket sales compared to the budget spent."

Why is it important in academia?

Teaches students how to evaluate the effectiveness of financial decisions and investments.

How is it used in entrepreneurship?

Entrepreneurs use ROI to assess the success of business investments and strategies.



Level: ★★

Sales

The magical moment when someone finally pays you for your idea.

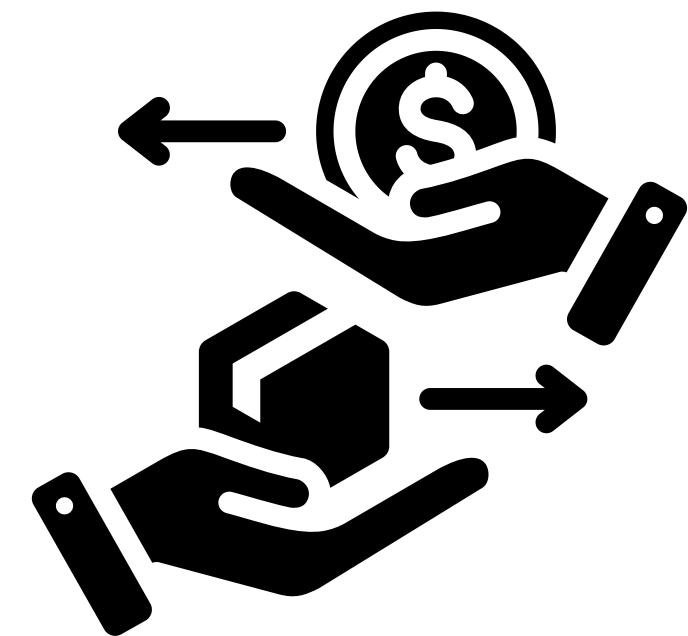
E.g. "The student team boosted their sales by offering limited-time discounts on their eco-friendly notebooks."

Why is it important in academia?

Helps students understand revenue generation and customer interaction in entrepreneurial projects.

How is it used in entrepreneurship?

Sales generate revenue for businesses and validate market demand.



Level: ★

Scaling

When your business is doing so well, you need to level up, think more customers, more products, and more stress...

E.g. "The startup scaled by expanding from selling locally to nationwide distribution."

Why is it important in academia?

Teaches strategic thinking for growth while maintaining sustainability and quality.

How is it used in entrepreneurship?

Entrepreneurs scale when they aim to grow operations without compromising quality or profitability.



Level: ★

Seed Funding

The first sprinkle of money to grow the business idea garden, like watering a plant and hoping it grows.

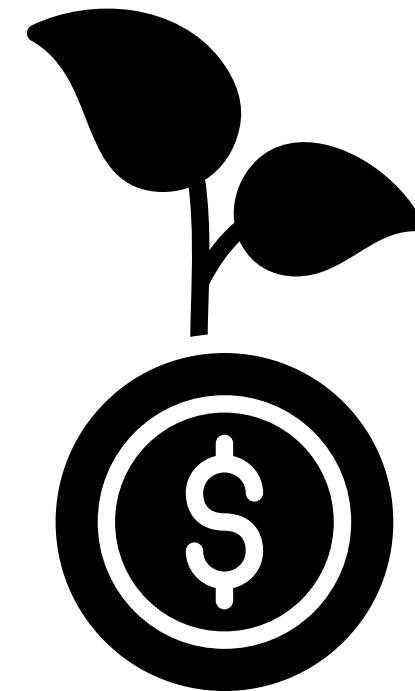
E.g. "The student team received \$5,000 in seed funding to create their first batch of customizable water bottles."

Why is it important in academia?

Helps students understand early-stage financing and how to secure initial resources for projects.

How is it used in entrepreneurship?

Entrepreneurs use seed funding to cover initial costs like product development and market testing.



Level: ★

Series A Funding

When your business needs more fuel to go from cool idea to serious player.

E.g. "After their pilot project succeeded, the team secured Series A funding to expand into five new universities."

Why is it important in academia?

Introduces students to advanced funding strategies and business growth phases.

How is it used in entrepreneurship?

Entrepreneurs seek Series A funding to expand their market reach and product development.



Level: ★★★

Startup

A group of hopefuls trying to make big ideas happen with coffee and WiFi.

E.g. "The students launched a startup to solve food waste on campus."

Why is it important in academia?

Encourages students to explore innovation and launch their own ventures.

How is it used in entrepreneurship?

Startups drive innovation and aim to disrupt markets with new ideas.



Level: ★

Sustainable Business

A business that makes money without trashing the planet or your conscience.

E.g. "Their sustainable business reduced plastic waste and created new eco-friendly materials."

Why is it important in academia?

Teaches ethical decision-making and long-term business strategies aligned with societal needs.

How is it used in entrepreneurship?

Entrepreneurs design sustainable businesses to balance profit with positive global impact.



Level: ★★

Target Audience

The group of people who actually care about what you're selling—aka your future fans (or critics).

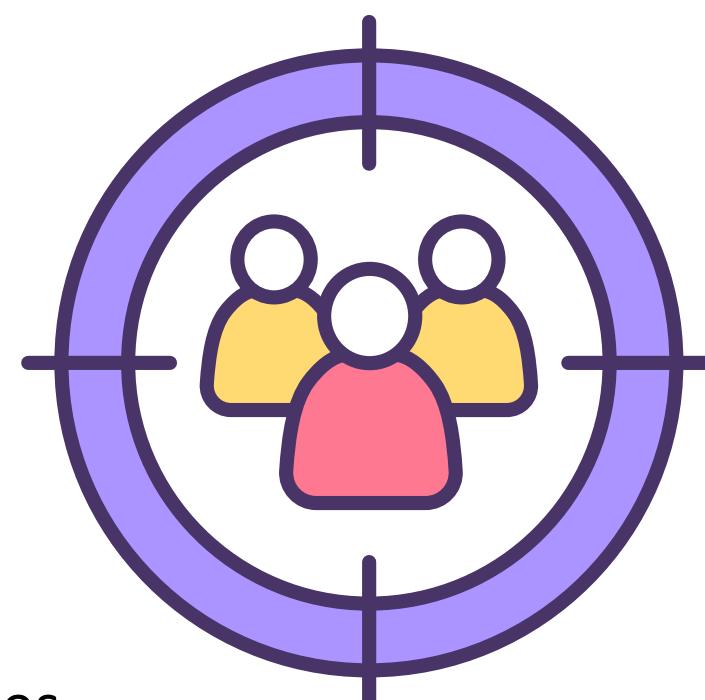
E.g. "The startup's target audience included university students looking for affordable productivity tools."

Why is it important in academia?

Helps students focus on market segmentation and audience-driven strategies.

How is it used in entrepreneurship?

Entrepreneurs define their target audience to tailor marketing strategies and product features.



Level: ★★

User Experience

Making it easy, enjoyable, and worth using again.

E.g. "The student app team improved the UX by simplifying the navigation and reducing the number of steps to book a service."

Why is it important in academia?

Encourages user-centered design thinking, critical for product innovation and educational tools.

How is it used in entrepreneurship?

Entrepreneurs prioritize UX to create products that are functional, enjoyable, and easy to use.



Level: ★★

Valuation

What investors think your company is worth... even if you're not sure.

E.g. "The startup was valued at \$1 million after their educational app reached 50,000 users in six months."

Why is it important in academia?

Helps students understand how businesses measure worth and attract funding.

How is it used in entrepreneurship?

Entrepreneurs use valuation to set investment terms and assess business growth potential.



Level: ★★★

Value Creation

Turning your idea into something people want, need, or love.

E.g. "The student project created value by developing a mobile app that helps visually impaired students navigate campus independently."

Why is it important in academia?

Teaches students the importance of innovation, problem-solving, and societal impact in entrepreneurial efforts.

How is it used in entrepreneurship?

Entrepreneurs create value by solving problems or enhancing the customer experience.



Level: ★

Value Proposition

Your business's pick-up line: Why should someone care about what you're selling?

E.g. "The value proposition for the startup's reusable notebooks was 'A smarter way to stay organized'"

Why is it important in academia?

Encourages students to clarify the unique benefits of their projects or ideas, promoting clearer communication and strategic thinking.



How is it used in entrepreneurship?

Entrepreneurs use value propositions to communicate their product's unique benefits to attract customers.

Level:

Venture Capital

Big-money players looking for big-money returns.

E.g. "The startup secured venture capital funding from a tech investment firm to expand their AI-powered language learning platform."

Why is it important in academia?

Introduces students to investment strategies, risk-taking, and financial backing for innovative ventures.



How is it used in entrepreneurship?

Entrepreneurs seek venture capital to scale operations and enter new markets.

Level:



The overall objective of the Start-DSP project is to enhance the effectiveness of entrepreneurship education in Higher Education Institutions. By providing innovative learning materials and focusing on digital, sustainable, and ethical business practices, the project aims to better equip educators and, in turn, empower students to address contemporary global challenges through entrepreneurship.

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