



STARTUP PITCH COMPETITION CATEGORY GLOSSARY

This is a non-exhaustive list of useful terms to know for your category.

Angel investor - Investor who provides capital for startup companies

Business-to-business - Transactions of value occurring between multiple businesses

Business-to-consumer - Exchanges of value, consumers exchange currency for goods and services

Entrepreneur - A person who creates a business venture

Innovation - Improvement of old goods/services to include new or differentiated features

Invention - A new, unique, and potentially revolutionary good or service

Myopic - Narrow business view that does not consider all aspects of the market a startup is in, which can lead to the firm and its products/services becoming obsolete

Niche - A very narrow and specific sector of the market which a venture seeks to fill demand in

Required ROI - The return on investment required by investors in a venture

Startup - A new business venture created by an entrepreneur or group of entrepreneurs

Sustainability - Long term orientation for a business in regards to operation, as well as for the market environment and natural environment around it

Unique business proposition - The aspect of a business which differentiates it from competitors and makes consumers more likely to buy from this venture

Venture capitalist - Investor who provides capital to companies in exchange for a stake in the firm