

Name:

Date:

Class:

Lesson 2.3

Build Your Vocabulary

As you progress through this text, develop a personal glossary of key terms. This will help you build your vocabulary and prepare you for a career. Write a definition for each of the following terms and add them to your personal glossary.

- benefit

Definition:

- brainstorming

Definition:

- business model

Definition:

- business opportunities

Definition:

- entrepreneurial discovery

Definition:

- entrepreneurial process

Definition:

- feature

Definition:

- features-benefits-value analysis

Definition:

- ideation

Definition:

- market opportunity gap

Definition:

- opportunity recognition

Definition:

- PESTLE analysis

Definition:

- Small Business Administration (SBA)

Definition:

- validation

Definition: