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| **Across**  **2.** A privately owned company with a small number of employees, usually not aimed at large growth.  **4.** A newly established business in which the owner has taken on risk  **5.** The process of getting into and operating one's own business  **7.** The study of a population based on factors such as age, race, sex, income, etc.  **11.** The process of gathering voluntary contributions of money or other resources from individuals, businesses, foundations, or governmental agencies | **Down**  **1.** Document that describes a new business & a strategy to launch that business  **3.** An individual who undertakes the creation, organization, and ownership of a business  **6.** Money that is left after all the expenses of running a business have been deducted from the income  **8.** Shares or ownership stakes in a business  **9.** A brief speech that defines a person, process, product, service, organization, or event and its value  **10.** A new method, idea, product, etc. |