Entrepreneurial Terms

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| **Across**  **5.** A person who takes the risk of turning an opportunity into a profit.  **9.** A form of business owned by shareholders who get to share the profits and get to vote for the Directors.  **10.** When your sales are greater than the costs to run your business.  **11.** The resources owned by a business.  **12.** Something that is concrete (movable) and for sale.  **14.** A form of business owned by one person.  **15.** A business enterprise in which the expectation of gain is accompanied by the risk of loss or failure.  **17.** A security or guarantee (usually an asset) pledged for the repayment of a loan if one cannot procure enough funds to repay.  **18.** An individual or firm that will give start up capital in exchange of shares for ownership.  **20.** The amount of money you need to start and run your company. | **Down**  **1.** The specific group of people who buy a particular product or service - broken down by gener, age, education, income, etc.  **2.** A person who may not be willing to take the same financial risks as an entrepreneur, but he or she shares many of the same personal characteristics and traits.  **3.** A duplicate of a company that sells the same products or services of that company for a fee.  **4.** The basic resources, facilities needed for the functioning of a business or organization.  **6.** A percentage of sales paid by the franchisee to the franchisor.  **7.** A not-for-profit co-operative financial institution that is owned and controlled by it's members, through the election of a volunteer Board of Directors elected from the membership itself.  **8.** Involves information about a product, product line, brand, or company.  **13.** The claims against the assets of the creditors.  **16.** Gives the creator of an invention the sole right to make, use, and sell the invention for a set period of time.  **19.** Equal to total assets minus total liabilities and stands for the value of the company that is claimed by the owner(s). |