

# E4KIDS GLOSSARY



## Enhancing entrepreneurial mindset and self-empowerment in kids - EMPOW4KIDS

*ERASMUS+ KA220-SCH - Cooperation partnerships in school education  
2021-1-CZ01-KA220-SCH-000032484*

Author(s):

FAKULTNÍ ZAKLADNÍ ŠKOLA S RVJ PŘI PEDF UK PRAHA 5 DRTINOVA  
VÝZKUMNÝ ÚSTAV PRO PODNIKÁNÍ A INOVACE, Z.Ú.  
SMART NEST  
FORMATIVE FOOTPRINT  
ECECE



**Co-funded by  
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them

**Project Acronym:**

EMPOW4KIDS

**Project Title:**

Enhancing entrepreneurial mindset and self-empowerment in kids

**Project Number:**

2021-1-CZ01-KA220-SCH-000032484

**Sub-programme or KA:**

KA220-SCH - Cooperation partnerships in school education

**Website:** <https://www.kidsentrepreneurs.eu>

**Consortium:**



## GLOSSARY

<b>Business Plan</b>	A document setting out a business's future objectives and strategies for achieving them. A business plan lays out a written road map for the firm from marketing, financial, and operational standpoints. Both startups and established companies use business plans
<b>Business Model Canvas</b>	The B.M.C. is a business tool used to visualise all the business model building blocks to be displayed starting a business, including customers, route to market, value proposition and finance
<b>Customer</b>	A customer is a person who buys something from a business. They are highly important to businesses because if no one bought their products or services, they would not make money and would have to close.
<b>Customer relationships</b>	Customer relationships are the way a company interacts and communicates with its customers. Companies can build relationships with their customers in different ways, such as through customer service, advertising and marketing, customer satisfaction, and customer feedback.
<b>Customer segments</b>	Customer segments are related to grouping customers according to different criteria, such as age, interests, location or buying behavior.
<b>Distribution channels</b>	Distribution channels are the way a company brings its products or services to customers. It is important for companies to have good distribution channels so that customers can buy the company's products or services easily and conveniently.
<b>Employee</b>	A worker earning money by being employed by someone
<b>Entrepreneur</b>	A person who attempts to make a profit by starting a company or by operating alone in the business world, especially when it involves taking risks.
<b>Idea pitch</b>	An idea pitch is when you present a business idea to others. You may be pitching in a more formal capacity, where you deliver a full presentation, or you may be pitching a simple idea about how to improve processes to a colleague in an informal setting.
<b>Revenue</b>	Revenue is the money generated from normal business operations, calculated as the average sales price times the number of units sold. It is the top line ( <i>or gross income</i> ) figure from which costs are subtracted to determine net income.
<b>Socially and environmentally responsible business</b>	It is a business where the main motivation is not the profit (money) but helping solving some societal or environmental issue/problems
<b>Start-up</b>	The term startup refers to a company in the first stages of operations. Startups are founded by one or more entrepreneurs who want to develop a product or service for



which they believe there is demand. Therefore a startup is a company that's in the initial stages of business.