Empowering Entrepreneurs to Succeed

leap

Vol 1 | Issue 1

In this issue:

Seizing Opportunity in Ontario's Startup Ecosystem

Rabiddo: Mining Their Own Business



erthos

Taking on Single-Use Plastics with Plant-Powered Solutions



Talk the Talk

No one wants to feel like they aren't in the know with the most up-to-date jargon.

With that in mind, we have compiled this list to help you navigate the dynamic (and often complex) world of startup terminology. Whether you're a budding entrepreneur, an investor, or a consultant in this vibrant ecosystem, you're bound to hear some of these words.

We encourage you to take this guide and save it in your back pocket to refer to in your next conversation.

Accelerator

Like a speed-dating event for businesses, but with more coffee and fewer awkward silences.

IP (Intellectual Property)

It's like claiming dibs, but legally enforceable.

Angel Investor

Your startup's fairy godparent with a magic wallet instead of a wand.

Bootstrapping

Like building a spaceship with duct tape - resourceful, but don't expect safety.

Incubator

t's a startup kindergarten with less finger painting and more business plans.

Burn Rate

How fast your money is turning into smoke. Hopefully, there's a fire to cook something.

Churn Rate

Like dating in your 20s, it's the rate at which you're losing 'the ones'.

Equity

What you own in the company, minus all the delusions.

Co-Founder

The person you share your business dreams with - and also the blame.

Lean Startup

Building a business on a diet of minimalism and 'let's not go overboard with this idea'.

Convertible Note

It's money now, stocks later. Like a financial raincheck.

Minimum Viable Product (MVP)

Your product's baby picture – not fully developed, but cute enough to show off.

Customer Acquisition Cost (CAC)

How much you're paying to convince people to swipe right on your product.

Due Diligence

Business stalking to ensure you don't end up in a corporate catfish scenario.

Exit Strategy

The 'in case of fire, break glass' plan for getting out of your business.

Growth Hacking

Trying every trick in the book to get popular, like high school but with more analytics.

Non-Disclosure Agreement (NDA)

The pinky swear of the business world.