

Product	Something which is made that can be sold.
Service	Helping or doing work for someone in exchange for money.
Innovative	introducing new ideas; original and creative in thinking
Unique selling point	The thing(s) that makes your product or service different to others.
Entrepreneur	A French word meaning a person who creates, organises and manages businesses. They usually take risks with ideas and money in order to make a profit
Entrepreneurship	Being creative, solving problems, helping others and making a change.
Ultra	Going beyond what is usual or ordinary; excessive; extreme.
Passion	A strong desire or feeling of love for something or someone
Business	The buying and selling of goods in an attempt to make a profit

Customer	Someone who uses or buys products or services
Ultrapreneur	A person who creates amazing businesses doing what they love
Profit	The amount of money made after all costs.
Loss	The amount of money lost after all costs.
Break-even	The point at which cost and income are equal and there is neither profit nor loss
Employer	Someone who pays others to work for them
Employee	Someone who works for others in order to get paid
Niche Market	A smaller part of your market who have specific needs.
Patent	Permission or right given to you by the government to own a logo, design, invention or process

Expenses	Things you need to spend on to run your business.
Investor	Someone who puts money into your business and has a share of it.
Pitch	Telling one or more people about your idea or business. This is usually to convince them to help you with your idea / business.
Market research	Finding out about the product or service you want to sell and the people who will buy it.
Branding / Logo	The name and image of your business.
Julian Hall	Founder of Ultra Education
Quality	A measure of how good a product or service is.