

**Lecture 13**  
**Jargon**  
**Dotcoms**

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|------------------------|---|
| <b>business plan</b>   | Describes how and why a business is run by detailing projected finances (profits and expenditures), marketing procedures (advertising), the products, and the ultimate goals of the company.  |
| <b>dotcom</b>          | A company whose primary business plan involves online commerce. Also usually refers to a surge of successful Internet-based companies during the late 1990s that created millions of computer-related jobs and popularized online shopping.   |
| <b>startup</b>         | A new company just “coming of age” through fruition of an idea.   |
| <b>VC</b>              | Venture Capitalist. A person who invests his or her money into a company to help get it started and in return the VC may own a portion of the company through stocks, obtain a portion of the profits, or have a seat on the managerial team. |
| <b>venture capital</b> | Money that a VC will provide to a company to help with such initial costs as hiring and equipment.  |