



Creativity + Community + Commerce

1



## Edison Lexicon

Fast track your Credibility & Trust  
With Power Words  
The Insider's Founder Language  
for Global Success

## ایڈیسن لیکسیکن

اپنی ساکھ اور اعتماد کو تیز تر بنائیں

پاور ورڈز کے ساتھ

عالمی کامیابی کے لیے

بانی کی اندرونی زبان



Creativity + Community + Commerce

2

ENGLISH	MEANING	URDU
<b>-A-</b>		
A/B Test	Experiment to evaluate two versions	ٹیسٹ A/B
Accelerator	Program helping startups grow fast	ایکسلریٹر
Acquisition	Company buys another company	حصول / حاصل کرنا
Advertising	Paid promotions to secure sales	ایڈورٹائزنگ
Advisor	Expert providing counsel	مشیر
Angel Investor	Early-Stage Startup Private Money	فرشتہ سرمایہ کار
<b>-B-</b>		
B2B	Business selling to businesses	B2B
B2C	Business selling to consumers	B2C
Balance Sheet	Summary of Business Financial Status	بیلنس شیٹ
Board	Company oversight leadership group	بورڈ
Board Member	Person in oversight group	بورڈ ممبر
Brand	Company intangible value/ reputation/recognition	برانڈ
Branding	Building company value identity/recognition	برانڈنگ
Brick-and-Mortar	Physical business location	اینٹ اور مارٹر
Business	Commercial organization selling goods/services	کاروبار
Business Model	How company makes money	بزنس ماڈل
Business Plan	Company strategy document	بزنس پلان
Business Structure	Legal organization framework	کاروبار کا ڈھانچہ
Buy-in	Agreement & commitment to participate	خرید و فروخت
<b>-C-</b>		
Capital	Money invested in business	سرمایہ
CEO	Chief Executive Officer	سی ای او
CFO	Chief Financial Officer	سی ایف او
CIO	Chief Information Officer	سی آئی او
Client	Product/service buyer	کلائنٹ
CMO	Chief Marketing Officer	سی ایم او
Co-Founder	Joint business starter	شریک بانی
Competitive Advantage	Superior market position	مسابقتی فائدہ
Conflict of Interest	Competing professional commitment	مفادات کا ٹکراؤ
Content Marketing	Value-adding promotional content	مواد کی مارکیٹنگ
COO	Chief Operating Officer	سی او او



Creativity + Community + Commerce

Copyright	Legal intellectual property protection	کاپی رائٹ
Core Competency	Key strength	بنیادی اہلیت
Corporate Social Responsibility	Business area benefiting society	کارپوریٹ سماجی ذمہ داری
Critical Mass	Minimum viable size of adoption	تنقیدی ماس
Crowdfunding	Public fundraising from masses	کراؤڈ فنڈنگ
CTO	Chief Technology Officer	سی ٹی او
Culture	Company values and behavior	ثقافت
Customer	Product/service buyer	گاہک
<b>-D-</b>		
Defensible Differentiation	Sustainable competitive edge	قابل دفاع تفریق
DEI	Diversity, Equity & Inclusion	DEI
Differentiation	Unique market position	تفریق
Digital Marketing	Online promotional activities	ڈیجیٹل مارکیٹنگ
Direct-to-Consumer	Selling straight to private buyers	براہ راست سے صارف
Disruption	Industry changing innovation	خلل
Diversity	Varied perspectives/backgrounds	تنوع
<b>-E-</b>		
E-commerce	Online business	ای کامرس
Employee	Hired Staff within Company	ملازم
Entrepreneur	Business founder/creator	کاروباری
Equity	Ownership share	ایکوئیٹی
Elevator Pitch	60 seconds spoken to engage	ایلیویٹر پیچ
Exit	Selling company ownership	باہر نکلیں۔
Exit Strategy	Sell Entire Company - The Plan	نکلنے کی حکمت عملی
Executive Summary	Business plan overview	انتظامی خلاصہ
Expansion Stage	Post-validation growth phase	توسیعی مرحلہ
Exponential Growth	Rapid scaling up	نمائی ترقی
Experience Design	User interaction creation and testing	تجربے کی ڈیزائن
<b>-F-</b>		
Finance	Money management and planning	فنانس
Founder	Business creator	بانی
Funding	Money raised or invested	فنڈنگ
Funding Round	Investment cycle phase	فنڈنگ راؤنڈ
<b>-G-</b>		
Go to Market Strategy	Plan to launch & grow sales	مارکیٹ کی حکمت عملی پر جائیں۔



Creativity + Community + Commerce

4

Go/No Go/All Systems Go	Decisions whether to proceed	گو سسٹم تمام / گو نہیں / گو
Goals	Measurable desired outcomes	مقاصد
Governance	Business oversight rules	گورننس
Growth	Business expansion through affiliations, sales	نمو
<b>-H-</b>		
Horizontal	Cross-industry expansion	افقی
<b>-I-</b>		
Idea	Initial concept	خیال
Incubator	Idea to Business Growth program	انکیوبیٹر
Independent Contractor	Self-employed service provider	آزاد ٹھیکیدار
Innovation	New solution or approach	اختراع
Intellectual Property	Legally protected creative assets	انتلیکچوئل پراپرٹی
Intrapreneur	Internal company entrepreneur	انٹرپرائیور
Investment	Money committed for returns	سرمایہ کاری
Investor	Person providing capital for returns	سرمایہ کار
IPO	Initial public offering	آئی پی او
Iteration	Product improvement cycle	تکرار
<b>-L-</b>		
Leadership	Guide for people & organizations	قیادت
Leadership Style	Manner of Guiding	قیادت کا انداز
Lean Startup	Minimum viable product approach	لین اسٹارٹ اپ
Localization	Adapting for new market sales	لوکلائزیشن
Loss	Financial deficit	نقصان
<b>-M-</b>		
Management	Organizing people and resources	انتظام
Market	Targeted potential customers	بازار
Market Fit	Product meets target customer needs	مارکیٹ فٹ
Market Share	Percentage of target customers won	مارکیٹ شیئر
Marketing	Promoting value proposition to customers	مارکیٹنگ
Measure client response	Quantifying target customer fit	کریں۔ پیمائش کی جواب کے کلانٹ
Mentor	Experienced business advisor	سرپرست
Merger	Companies joining together	انضمام
Mission	Core purpose	مشن
Mission Driven	Purpose-led decisions	مشن پر مبنی



Creativity + Community + Commerce

5

Mutual Non-Disclosure Agreement (NDA)	Two-way confidentiality agreement	بابمی عدم انکشاف کا معاہدہ
<b>-N-</b>		
Network	Connection web of contacts	نیٹ ورک
Networking	Building professional relationships	نیٹ ورکنگ
Niche	Specialized market segment	طاق
Non-Compete	Agreement not to Rival	غیر مقابلہ
Non-Disclosure Agreement	One-way confidentiality contract	غیر افشاء معاہدہ
<b>-O-</b>		
Objectives	Specific desired outcomes	مقاصد
Operations	Day-to-day business activities	آپریشنز
<b>-P-</b>		
Partner	Business collaborator	ساتھی
Partnership	Business collaboration agreement	شراکت داری
Patent	Protected invention rights	پیٹنٹ
PEST Analysis	External environment assessment	تجزیہ PEST
Pitch	Business presentation usually with slides	پیچ
Pitch Deck	Presentation slides	پیچ ڈیک
Pivot	Strategic direction change	محور
Plan	Action roadmap	منصوبہ
Positioning	Market differentiation strategy	پوزیشننگ
Post-money	Value after investment	پیسے کے بعد
Pre-money	Value before investment	پری پیسے
Problem Solution Matrix	Issue-resolution framework	مسئلہ حل میٹرکس
Product	Item being sold	پروڈکٹ
Product-Market Fit	Product-Market -Channel-Model Bingo	پروڈکٹ-مارکیٹ فٹ
Profit	Revenue minus costs	منافع
Public Relations	Promotion of brand through news	تعلقات عامہ
<b>-R-</b>		
Resource	Required business assets	وسیلہ
Return	Investment gains	واپسی
Revenue	Money earned from sales	آمدنی
Revenue Model	How business generates income	ریونیو ماڈل
Risk	Potential business threats	خطرہ
Runway	Months until funds are depleted	رن وے



Creativity + Community + Commerce

6

<b>-S-</b>		
Sales	Converting prospects to buyers	سیلز
Scalability	Growth capacity	اسکیل ایبلٹی
Seed Funding	Early investment stage	بیج فنڈنگ
SEM	Search Engine Marketing	SEM
SEO	Search Engine Optimization	SEO
Serial entrepreneur	Founder of multiple businesses	سیریل کاروباری
Series A	First major funding	سیریز اے
Series B	Second major funding	سیریز بی
Series C	Third major funding	سیریز سی
Service	Work done for hire	سروس
Shareholder	Company part-owner	شیر ہولڈر
Skill Set	Professional capabilities	سکل سیٹ
Social Media	Online networking platforms	سوشل میڈیا
Stakeholder	Invested party	سٹیک ہولڈر
Startup	New business venture	آغاز
Strategy	Approach to achieve goals	حکمت عملی
Subscription	Recurring payment model	رکنیت
SWOT Analysis	Strengths/Weaknesses/Opportunities/ Threats Analysis	تجزیہ SWOT
<b>-T-</b>		
Target Market	Specific customer segment	ٹارگٹ مارکیٹ
Team	Working group	ٹیم
Transparency	Open information sharing	شفافیت
<b>-U-</b>		
USP	Unique selling proposition	یو ایس پی - فروخت کی منفرد تجویز
<b>-V-</b>		
Valuation	Company's worth	قدر
Vendor	Product/service supplier	فروش
Venture	Business undertaking	وینچر
Vertical	Industry-specific focus	عمودی
Vision	Long-term aspirational goal	وژن
Vision Driven	Motivated by aspirational future-goal	وژن پر مبنی
<b>-W-</b>		
Waterfall Funding	Staged investments with milestones	وائر فال فنڈنگ
Wireframe	Basic product layout design	وائر فریم
Working Capital	Available operational funds	کام کرنے کا سرمایہ



Creativity + Community + Commerce

Workflow Automation	Automating repetitive tasks	کام کے بہاؤ کی خودکاری <sup>7</sup>
-X-		
X-factor	Unique competitive advantage	ایکس فیکٹر
X-validate	Test assumptions across multiple datasets	ایکس ویلیڈیٹ
X-sell	Offer related products - existing customers	ایکس سیل
X-platform:	Software service across multiple systems	ایکس پلیٹ فارم
X-border	Business operations spanning multiple countries	بارڈر ایکس
-Y-		
Yield	Investment return	پیداوار
Y Combinator	Renown startup accelerator	کمباننر وائی
Year-Over-Year	Annual growth comparison	سال بہ سال
Youth Market	Young consumer segment	نوجوان مارکیٹ
-Z-		
Zero-Day	Initial launch	صفر دن
Zero-Based Budgeting	Fresh budget creation	صفر پر مبنی بجٹ
Zero-Sum Game	Win-lose situation	صفر مجموعہ کھیل
Zone of Genius	Unique core strength	بوغ کا علاقہ



Creativity + Community + Commerce

8

## BONUS 50 SILICON VALLEY SLANG:

-A-		
Acqui-hire	Buying company with team leaders	اکوائئر-ہائر
-B-		
Beast Mode	Intense work period	بیسٹ موڈ
Blitzscaling	Aggressive rapid growth	بلیٹز سکیلنگ
Bootstrapping	Self-funding your business with sales	بوٹسٹریپنگ
Burning Cash	Spending investment rapidly	برننگ کیش
Burn Multiple	Revenue-to-spending ratio	برن ملٹیپل
Burn Rate	Monthly spending of capital	برن ریٹ
-C-		
Culture Fit	Team compatibility match	کلچر فٹ
-D-	Dumb money	
Deal Flow	Investment opportunities pipeline	ڈیل فلو
Death Valley	Post-seed funding gap	ڈیٹھ ویلی
Deck	Pitch presentation	ڈیک
Decacorn	Startup valued >\$10B	ڈیکاکورن
Deep Tech	Advanced scientific innovation	ڈیپ ٹیک
Dogfooding	Using own product	ڈاگ فوڈنگ
Dragon	Profitable >\$1B company	ڈریگن
Dry Powder	Available investment capital	ڈرائی پاؤڈر
Dumb Money	Investment lacking strategic value add	ڈمب منی
-E-		
Eating The World	Global industry domination	دنیا کو کھانا
-F-		
Fail Fast	Quick iteration strategy	فیل فاسٹ
Freemium	Free plus premium version model	فریمیم
Fire Drill	Emergency business pivot	فائر ڈرل
Flash Sale	Time-limited investment round	فلش سیل
FOMO	Fear Of Missing Out (investment)	فومو
FUD	Fear, Uncertainty, Doubt	فڈ
-G-		
Golden Handcuffs	Retention incentives for Executives	گولڈن ہینڈکفس
Growth Hacking	Creative sales & marketing tactics	گروتھ ہیکنگ
Growth Round	Major expansion funding	گروتھ راؤنڈ
-H-		
Hockey Stick	Exponential growth curve graph	ہاکی سٹک





Creativity + Community + Commerce

9

-K-		
Killer App	Game-changing product	کلر ایپ
-L-		
Lightning Talk	5-minute innovative thesis presentation	لائٹننگ ٹاک
-M-		
Moat	Strong defense barrier to competition	موٹ
Moonshot	Ambitious high-risk business or project	مون شاٹ
-N-		
Ninja	Exceptional team member	ننجا
-P-		
Pain Point	highly motivating customer problem	پین پوائنٹ
Pivot	Major strategy change	پیوٹ
Print Deck	Modified investor presentation in PDF	پرنٹ ڈیک
-R-		
Ramen Profitable	Bare survival revenue	رامن پرافٹ ایبل
ROI	Return on investment	آر او آئی
Rockstar	legalese - globally unique employee	راک سٹار
Rocket Ship	Fast-growing startup	راکٹ شپ
-S-		
Sassy Co	SAAS	سیسی کو
Sand Hill	Popular VC office location	سینڈ ہل
Smart Money	Strategic valuable investor	سمارٹ منی
Soonicorn	Almost unicorn valuation	سون کورن
Stealth Mode	Pre-launch secrecy	سٹیلتھ موڈ
Subscription Revenue	Recurring payment model	سبسکرپشن ریونیو
-T-		
Term Sheet	Investment agreement	ٹرم شیٹ
The Peninsula	Southern Bay Area tech region	دی پیننسولا
The Valley	Silicon Valley ecosystem	دی ویلی
Thought Leader	Industry influencer	تھاٹ لیڈر
Traction	Market validation proof	ٹریکشن
-U-		
Unicorn	Startup valued >\$1B	یونیکورن
Unicorpse	Failed unicorn startup	یونیکورپس
-V-		
Vaporware	Promised, undelivered product	ویپر ویئر



Creativity + Community + Commerce

10

-W-		
War Room	Crisis management space	وار روم
White Space	Untapped market opportunity	سفید جگہ
-Y-		
Yardstick	Success measurement metrics	یارڈ سٹک
-Z-		
Zebra	Profitable, sustainable startup	زیرا