

**Advertising**

Communication intended to influence the behavior of a specific target audience, such as inspiring a purchase.

Asset

Measurable resources, such as cash, equipment, inventory or real estate.

Business Valuation

An estimate of the economic value of an owner's interest in a business. Valuation is used by financial market participants to determine the price they are willing to pay or receive to effect a sale of a business.

Cash

Cash is a legal tender, a currency that can be used to immediately purchase goods, debt, or services with no financing involved.

Capital Appreciation

The difference between the purchase price and the selling price of an investment. In Venture Valley, it's the difference between the purchase price of a business and its final valuation or selling price.

Corporation

A Corporation is an organization usually a group of people or a company authorized by the state to act as a single entity and recognized as such in law for certain purposes.

Cost of Goods

The combined costs of material, labor, overhead, and other direct expenses involved in producing goods for sale

Debt

An amount owed, such as for loans, purchases or other commitments.

Dividend

A payment, typically representing a share of after-tax profits, distributed by a company to shareholders

Expenses

Expenses are costs that a business incurs to operate and generate revenue. Expenses can include cost of goods, rent, utilities, marketing, and administrative staff.

Fixed Expenses

Fixed Expenses are expenses such as rent, utilities, equipment, and insurance. The costs remain the same, regardless of the number of products produced or services provided. They're also known as the indirect costs or overhead.

Gross Profit

Gross Profit is the amount of money a company makes after deducting the costs associated with creating and selling its products or services.

Investment

Investment is the act of putting money to work with the goal of future gains, knowing there is a risk of loss.

Interest

The money paid regularly at a particular rate for the use of money lent or for delaying the repayment of debt.

Loan

Money borrowed for a specific purpose, with the intention of repayment, typically with interest.

Market Share

A company or brand's percentage of total sales in a specified market.

Match Profit

Match Profit is the sum of all your businesses' profit and loss.

Match Investment

Match Investment is the percentage of your investment account ventured in a match. The Investment Net Return is calculated by multiplying the match profit by the percentage of venture investment.

Marketing

The process of planning and executing the pricing, distribution and promotion of a product or service, to increase awareness and sales.

Mortgage

A long-term loan to buy property, where the property is collateral.

Net Profit

Represents the amount of money remaining after all expenses have been deducted from a company's total revenue.

Net Return

In Venture Valley Net Return is the money earned on your Venture Investment in a match's Match Profit. In general it's the net income from an investment after deducting all expenses from the gross income generated by the investment.

Net Worth

Simply put, your net worth is everything you own of significance (your assets) minus what you owe in debts your liabilities).

Overhead

The ongoing fixed expenses of operating a business such as rent, advertising, and wages.

Payment Using Cash

Cash is a legal tender currency or coins that can be used to exchange goods, debt, or services.

Pricing

The process of assigning a monetary value that a manufacturer will receive in the exchange for services and/or goods.

Product

An item or service that is manufactured, offered or refined for sale.

Product Quality

The measurable and intangible characteristics of goods for sale that determine their desirability to consumers

Profit & Loss

Profit & loss, otherwise known as a P&L, is a financial statement summarizing a company's revenues, costs, and expenses over a specific period, typically a quarter or year. The net result shows whether a company made a profit or lost money.

Promotion

A marketing tool to increase or improve the perception of the promoted product/service to boost sales.

Revenue

Revenue is the gross income from which costs are subtracted to determine net profit.

Sales

Transactions where one party receives goods or services in exchange for money from another party.

Supply and Demand

The relationship between the availability of goods or services and the amount customers are willing to pay for them; in an otherwise stable market, excess supply drives down prices and scarce supply drives them up

Venture

Invest in your skill at playing the game and earn a percentage of Match Profit.

Variable Expenses

These are costs that can change, or will get paid on a non-standard timetable.

Variable Costs

Costs that vary with a change in scope or speed of production.

Wage

Compensation computed on an hourly, weekly, or other basis and typically paid regularly; salary.