

Terms & Definitions

Below is a list of definitions for terms you may encounter while using this guide during the development of your business plan.

Benefits	Reasons that participants come to your CTC and enroll in your programs.
Brainstorm	An activity involving two or more individuals working together to generate creative ideas and solutions.
Branding	The marketing message that represents an organization. Examples would include logos, colors, statements, etc.
Break Even	The point at which expenses are covered and revenue becomes surplus.
Community Technology Center (CTC)	An IT Training Center that is part of the WIT MENA project designed to provide access and opportunity to women in an effort to enhance their marketable skills, gain economic independence, and increase the power of the private sector.
Competition	With respect to WIT, organizations that offer like or similar services as a CTC.
Cost Recovery Model	A business model whereby organizations extend upfront funding and recover the operational costs as participants pay fees for services. Specific to the CTC, participants will pay training fees for services.
Demographic	A term used to describe a target market. For example, women between ages 17 and 30 who are currently attending University.
Executive Summary	A high-level description, written in letter format, which summarizes the goals and objectives of a business plan. Typically, not more than two pages in length.
Feature	A characteristic that is part of your program.
Focus Group	A carefully selected group of people, that represents similar demographics as those of a target market, which provides objective feedback regarding services being offered.

GAAP	In the United States: Generally Accepted Accounting Principles. The rules used to standardize accounting records and practices.
Mediums	The various avenues employed to deliver messages. For example, print, broadcast and Internet.
Mission Statement	Typically a two to three sentence statement that reflects the purpose of an organization and guides day-to-day activities. A mission statement often reflects the nature of the organization and what it provides.
Networking	A supportive system of sharing information and services among individuals and groups having a common interest.
NGO	Nongovernmental organizations.
Surplus Dollars	Revenue generated above operational expenses.
SWOT Analysis	Stands for Strengths, Weaknesses, Opportunities and Threats. An analysis tool used by organizations to consider their internal strengths and weaknesses and the external opportunities or threats that may exist for a particular business sector.
Target Participant	A person entering the CTC program.
Template	A software form designed to allow input while maintaining layout integrity.
Umbrella Organization	With respect to WIT, the larger organization to which a CTC is attached.
WIT MENA	Women in Technology Middle East and North Africa region. A program that delivers five core activities to WIT partner organization and participants.
Working Capital	Cash on hand that an organization uses to pay operational expenses.