

Name: \_\_\_\_\_

Date: \_\_\_\_\_

# INVENTION VOCABULARY PART I

- |   |                  |
|---|------------------|
| 1. THE RIVALRY BETWEEN COMPANIES SELLING SIMILAR PRODUCTS AND SERVICES        | A. MARKETABLE    |
| 2. SOMETHING THAT IS CREATED TO BE SOLD                                       | B. PITCH         |
| 3. THE AMOUNT OF MONEY IT TAKES TO MAKE A PRODUCT                             | C. CONSUMER      |
| 4. A PARTICULAR GROUP OF CONSUMERS AT WHICH A PRODUCT OR SERVICE IS AIMED     | D. TARGET MARKET |
| 5. A POINT ON A SCALE OF POSSIBLE PRICES AT WHICH SOMETHING MIGHT BE MARKETED | E. VERSATILITY   |
| 6. ABLE OR FIT TO BE SOLD OR MARKETED   | F. INVEST        |
| 7. THE PERSON WHO BUYS A PRODUCT  | G. PRICE POINT   |
| 8. THE ACT OF TRYING TO PERSUADE SOMEONE TO BUY OR ACCEPT SOMETHING           | H. PROFIT        |
| 9. THE ABILITY TO ADAPT TO MANY FUNCTIONS OR TYPES                            | I. COST          |
| 10. THE AMOUNT THAT A CONSUMER PAYS TO OBTAIN A PRODUCT                       | J. RETAIL PRICE  |
| 11. THE AMOUNT OF FINANCIAL GAIN  | K. COMPETITION   |
| 12. TO GIVE MONEY WITH THE EXPECTATION OF RECEIVING PROFIT                    | L. PRODUCT       |