

Prototype –	a version of a product with only core features
MVP –	what makes your product valuable
Target market –	a cycle of improvement
Value proposition –	a simplified version of a product for testing
Elevator pitch –	understanding the user's needs
Iteration –	reuse/reduce/recycle-focused system
Empathy –	environmental impact via emissions
Circular economy –	how a company creates and delivers value
Carbon footprint –	a short, clear idea presentation
Upcycling –	turning old materials into useful products
Business model –	the group of users you focus on