

# Financial Literacy Assessment

How confident are you that you know what the following acronyms and financial buzzwords mean?

For each of the terms below, select the response that best expresses your level of certainty. Then flip the page to read definitions for those terms you're unsure about.

	I have no blinking idea!	I think I've got this.	You're speaking my language.
Revenue			
Profit			
Gross margin			
Net profit			
ROI			
Burn rate			
P&L statement			
Income statement			
Balance sheet			
Equity			
Asset			
Liability			
Cash flow statement			
Owner's draw			
Share			
Dividend			
Leverage			
Venture capitalist			
Angel investor			
Working capital			
CapEx			
Customer acquisition cost			
Customer lifetime value			
Overhead			
Bottom line			
Fixed costs			
Sunk costs			
Concentration			
Accounts receivable			
Operational expense			

[Definitions TBD once list of terms is confirmed]