**Matching**

1. **Liquidity a) meet short term obligations**
2. **Stability b) health of the financial structure**
3. **Heterogeneous c) diverse in abilities and experiences**
4. **Skills profile d) shows where skills gaps exist**
5. **Business angels e) individuals who invest in start ups**
6. **Bootstrapping g) aggressively pursuing cost-cutting**
7. **Brand equity h) loyalty, recognition and perceived quality**
8. **Product attribute map i) illustrates positioning strategy**
9. **Value based pricing j) what consumers are willing to pay**
10. **Utility patent o) new and useful process**
11. **Economies of scale p) increased production=lower costs**
12. **Market penetration q) increase sales of a product**
13. **Licensing r) granting use of a firm’s intellectual property**
14. **Internal growth s) product development**
15. **External growth t) acquisitions**

**16. business format franchise v) provides a formula for doing business**

**17. strategic alliance w) partnership to achieve a specific goal**

**18. merger y) 2 companies become 1**

**19. adverse selection aa) difficulty in finding the right employees**

**20. managerial capacity problem bb) insufficient managerial resources**