

# My top 5 this week

- EVERY acronym you need to know as a founder
- How do you know if your content is good?
- Wealth is more than money.
- 21 Ways To Bring More Joy Into Your Life
- I'm a Librarian type of notetaker, You?



# EVERY acronym you need to know as a founder



Majd Alaily • 1st

3x Founder | Xogler | Design Thinking | Follow for daily tips on how to la...  
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## The Periodic Table of Acronyms

48 major startup KPIs & acronyms you MUST know as a founder

#1 <b>ACV</b> Annual Contract Value	#2 <b>AI</b> Artificial Intelligence	#3 <b>API</b> Application Programming Interface					
#4 <b>ARR</b> Annual Recurring Revenue	#5 <b>BANT</b> Budget, Authority, Need, Timeline	#6 <b>CAC</b> Customer Acquisition Cost	#7 <b>CAGR</b> Compound Annual Growth Rate	#8 <b>CDN</b> Content Delivery Network			
#9 <b>COGS</b> Cost of Goods Sold	#10 <b>CPC</b> Cost Per Click	#11 <b>CRM</b> Customer Relationship Management	#12 <b>CTA</b> Call To Action	#13 <b>CTR</b> Click-Through Rate	#14 <b>EBITDA</b> Earnings Before Interest, Taxes, Depreciation, and Amortization	#15 <b>ESOP</b> Employee Stock Ownership Plan	#16 <b>FV</b> Future Value
#17 <b>GDPR</b> General Data Protection Regulation	#18 <b>IP</b> Intellectual Property	#19 <b>IPO</b> Initial Public Offering	#20 <b>KPI</b> Key Performance Indicator	#21 <b>LOI</b> Letter of Intent	#22 <b>LTM</b> Last Twelve Months	#23 <b>LTV</b> Lifetime Value	#24 <b>ML</b> Machine Learning
#25 <b>MQL</b> Marketing Qualified Lead	#26 <b>MRR</b> Monthly Recurring Revenue	#27 <b>MVP</b> Minimum Viable Product	#28 <b>NDA</b> Non-Disclosure Agreement	#29 <b>NPV</b> Net Present Value	#30 <b>OKR</b> Objectives and Key Result	#31 <b>PPC</b> Pay Per Click	#32 <b>QA</b> Quality Assurance
#33 <b>ROI</b> Return on Investment	#34 <b>SAFE</b> Simple Agreement for Future Equity	#35 <b>SDK</b> Software Development Kit	#36 <b>SEM</b> Search Engine Marketing	#37 <b>SEO</b> Search Engine Optimization	#38 <b>SERP</b> Search Engine Results Page	#39 <b>SAAS</b> Software as a Service	#40 <b>SMM</b> Social Media Marketing
#41 <b>SQL</b> Sales Qualified Lead	#42 <b>TAM</b> Total Addressable Market	#43 <b>TOS</b> Terms of Service	#44 <b>UGC</b> User-Generated Content	#45 <b>UI</b> User Interface	#46 <b>UX</b> User Experience	#47 <b>VC</b> Venture Capital	#48 <b>YTD</b> Year-to-date
Financial and Investment	Product & Development	Technology	Sales	Fundraising	Marketing	Legal	Operations and Team



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# How do you know if your content is good?



Caleb Mc Aravey • 1st

I write educational email courses and newsletters for executive coaches |...

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- **Do I feel proud** of what I published here today?
- Is there a **provocative point of view** that I can justify?
- Is it written so that I give people the **best chance of understanding**?
- Does my writing sound like a textbook, or **am I provoking emotions**?
- Am I helping by **solving someone's pain**?



# Wealth is more than money.



Max Pashman, CFP® • 1st

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What is the top investment you are making?

## INVESTMENTS

<b>FINANCIAL</b>	<b>HEALTH</b>	<b>EDUCATIONAL</b>
STOCK MARKET	GYM	BOOKS
REAL ESTATE	NUTRITION	ONLINE COURSES
BUSINESS	BUSINESS	SEMINARS
<b>TIME</b>	<b>RELATIONSHIPS</b>	<b>SKILLS</b>
MANAGEMENT	FAMILY	TECHNICAL
DELEGATION	FRIENDSHIPS	SOFT
PRIORITIZATION	NETWORKING	CREATIVE
<b>DEVELOPMENT</b>	<b>SELF CARE</b>	<b>COMMUNITY</b>
COACHING	SLEEP	VOLUNTEERING
JOURNALING	HOBBIES	LOCAL ADVOCACY
GOAL SETTING	MEDITATION	CHARITY

*Max Pashman CFP®*



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# 21 Ways To Bring More Joy Into Your Life



**Graham Nicholls** • 1st

Founder. I help people to help other people! An internationally best sellin...

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o Bring More Joy Into Your Life • 23 pages



## 21 Ways to Bring More Joy Into Your Life

Graham Nicholls

- Create a Joy Jar
- Make a “Joy Playlist”
- Start a Failure Journal
- Create a personal ritual
- Engage in “Mirror Work”
- Build a daily “Joy Alarm”
- Create a joyful wardrobe
- Host a compliment circle
- Create a vision board of joy
- Write a love letter to yourself
- Be a Tourist in your own City
- Embrace “Digital Detox” days
- Start a collection of small joys
- Send surprise notes to friends
- Plan a spontaneous adventure
- Dance Like No One’s Watching
- Host a “No Reason” Celebration
- Explore art through a Child’s eyes
- Practice Mindfulness and meditation
- Volunteer for a cause that ignites you
- Engage in improv or spontaneity games



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# I'm a **Librarian** type of notetaker, You?

Librarian



- Have a **practical relationship to info.**
- **Save** useful, **interesting knowledge.**
- Capture **varied**, eclectic sources.
- Organize **for specific purposes.**
- Curate a **knowledge collection.**
- Do **Project-oriented research.**
- Use a **Hierarchical system.**
- Serve future self's needs.
- **Avoid** content **overload.**





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