

WARM-UP

1. Discuss these questions in pairs:

- What kind of startups do you know from your country/city? How successful are they?
- Have you ever been involved in a startup or maybe had an idea that could be turned into a startup?
- Why do you think so many startups fail?



VOCABULARY FOR START-UPS

2. Match the startup jargon words below with their definitions:

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|------------------|--|
| a) DISRUPTIVE | 1. describing systems, devices, or ideas that are so modern that they are still being developed |
| b) BLEEDING EDGE | 2. the repetition of a process |
| c) BOOTSTRAPPING | 3. a short 10-slide powerpoint presentation that covers all aspects of your startup |
| d) ITERATION | 4. something that completely changes the way society does something |
| e) PIVOT | 5. starting a business without external help or capital |
| f) (PITCH) DECK | 6. a startup valued at \$1billion or more |
| g) FREEMIUM | 7. a strategy in which you don't need to pay for basic product but you need to purchase a premium version. |
| h) UNICORN | 8. the act of a startup quickly changing direction with its business strategy |

3. Fill in the questions below with words from exercise 2 and discuss them pairs:

- Why do some startupers decide to _____ their business rather than seek investors?
- What was the last _____ technology that had a great impact on your life?
- How many _____ can you name? Which ones do you use?
- Do you often use _____ technology or do you prefer to wait until it is tested and improved before checking it out?

The single biggest reason why startups succeed by Bill Gross

4. Match the words from two columns to create collocations related to start-ups:

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|------------------------|----------------------|
| a) unlock | 1. forward |
| b) found | 2. human potential |
| c) generate | 3. on |
| d) receive | 4. traction |
| e) find cost-effective | 5. funding |
| f) to gain | 6. marketing methods |
| g) to prove sb | 7. wrong |
| h) to push sth | 8. a company |
| i) to be passed | 9. revenue |
| j) the "aha!" | 10. moment |

5. Match the expressions from ex. 4 with their meanings below:

- become popular/getting customers and revenues
- ignored
- disprove what somebody is saying
- advance despite difficulty or opposition
- a situation when somebody realized something or came up with an idea

VIDEO

6. Brainstorm 5 factors that matter most for company success:

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Watch the video and compare the speaker's factors with what you came up with

7. Discuss these questions in pairs/small groups:

- What do you think about the factors that the speaker mentioned? Do you agree with his conclusions?
- How do you think the Mike Tyson's quote "everybody has a plan, until they get punched in the face" relates to business?
- If timing is the most important factor, how can startups take this into consideration? Is it just pure random luck?
- What do you think about the whole startup business model? Do you believe it is a new better way to start a company? Why yes/why not?