

What makes start-ups succeed?

- **Discuss the questions.**
- Do you know anyone who has started their own business?
- What kind of start-ups do you know from your country/city? How successful are they?
- Which new businesses have you shopped with/used recently?
- If you had a start-up, what kind of business would you have?
- What are some of the setbacks a start-up business can experience?
- Why do you think so many start-ups fail?

2. Match the start-up jargon words to 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 start-up |
| 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 start-up valued at \$1 billion or more |
| g) freemium | 7) a pricing strategy in which you don't need to pay for the basic product but you need to purchase a premium version |
| h) unicorn | 8) the act of a start-up quickly changing direction with its business strategy |

3. Complete the questions with the words from ex. 2 and discuss them.

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

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4. Match the words from each column 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) gain | 6) marketing methods |
| g) prove somebody | 7) wrong |
| h) push something | 8) a company |
| i) 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
- be ignored
- disprove what somebody is saying
- advance despite difficulty or opposition
- a situation when somebody realized something or came up with an idea

6. Brainstorm five factors that matter most for company success.

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7. Watch a [video](https://youtu.be/bNpx7gpSqBY) [https://youtu.be/bNpx7gpSqBY] and compare the speaker's factors to your five factors.

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8. Discuss the questions.

- 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 start-ups take this into consideration? Is it just pure random luck?
- What do you think about the whole start-up business model? Do you believe it is a new and better way to start a company? Why/Why not?