

(4.11.2020) Vocabulary revision + Start-ups

1. We will start this class with some vocabulary practice.

- Please, refer to **Unit 6 pdf file** again and do **Ex. 1, p. 62**. Enter your answers in **Quiz 1: choose the correct option**.
- Next, **use the phrases from Ex. 1** to complete the text in **Ex. 2, p. 62 AND** some additional sentences. Write your answers in **Quiz 2. Remember that you will have to change the form of some verbs**.

2. Business plan

- I am convinced that you are familiar with this document so the text below will be mainly some vocabulary practice.
- **Reading 2, p. 65:** read the text carefully, write in the missing headings and see if it contains some details that you never knew or have forgotten. Enter your solutions to this task in **Quiz 3: write a b c etc only in the quiz boxes**.
- To finish off this topic, do **Quiz 4: find the English equivalents of these vocabulary items in the text. Sometimes you will have to change the form of the phrase from the text. Do not write any numbers in the quiz boxes**.

3. Start-ups

- To introduce this topic, please watch the TED talk where businessman Bill Gross is sharing his experience with start-ups.
 - <https://www.youtube.com/watch?v=bNpx7gpSqbY>
 - Answer the questions and complete the sentences below.
 - **Post your work in Exercises done.**
1. What does the speaker believe happens when a group of people set up a start-up business?
 2. What issue concerning start-ups was he most interested in resolving?
 3. How long has he been studying businesses?
 4. What is his company called? How many start-ups have they founded so far? How many have failed?
 5. What factors account for a start-up success or failure in his opinion?
 6. Why does he mention Mike Tyson?
 7. Which three of these factors proved to be crucial for a start-up success?
 8. He gives a few examples of start-ups which confirm his study conclusion about the importance of timing. They are: ...
 9. To round up his speech he says that the best way to assess timing is to ...

4. FORUM (this time at least 150 words please)

- Have you ever considered or are you considering starting up your own business? How advanced are you in this planning?
- If you are not considering this idea, why not? Do you think your present attitude may change at any point in time?
- Where can young entrepreneurs with an idea for a start-up go/turn to for financial support, practical advice and guidance?
- Do you agree with the TED speaker that timing is a crucial factor for a start-up success or would you put a different factor at number 1?

5. Third conditional

- This is a short note of revision what conditional sentences type III express:

III conditional (type III) (situations impossible = only speculation about the past, often feeling sorry about the way things went)

Tenses: would have and verb (3rd form) – IF – past perfect

Paul would have won the competition if he had worked hard(er).

Variations popular with this sentence type:

Paul could have won the competition if he had worked hard(er).

- Do these **III conditional transformations** and check your ideas with the key at the end of this file. **You can use any number of words in the new sentences.**
1. We were really disappointed to find out that you didn't spend enough time building client relationships and so you had very poor sales results.
If you ...
 2. They didn't fly business class last quarter because it cost too much.
They ...
 3. The client didn't send us the order confirmation so we were unable to close this transaction.
We ...
 4. We didn't win the Innovation Award and as a result we were given no free publicity.
If we ...
 5. The investors had very little confidence in the CEO and they were very critical of UBER recent economic results.
If the ...

6. The deadline for this work is: 10.11.2020, time: 22.00.

KEY

Transformations:

1. If you ... **had spent more time building client relationships, you would have had much better/excellent sales results.**
2. They ... **would have flown business class last quarter if it hadn't cost so much/if it had cost less.**
3. We ... **would have been able to close/could have closed that transaction if the client had sent us the order confirmation.**
4. If we ... **had won the Innovation Award, we would have been given free publicity.**
5. If the ... **investors had had more confidence in the CEO, they would have been less critical of UBER recent economic results.**