

A group of five diverse men of different ages and ethnicities are shown from the chest up. They are all resting their chins on their hands and looking directly at the viewer with serious, contemplative expressions.

Для ИТ-специалистов

Урок 10: Start Up

⌚ Длительность урока: 60 минут





1. Warm up

Сопоставьте
описания с
известными
личностями

- A. He created his car company at the age of 40. Before that he worked as a car mechanic in small companies.
- B. His actor career could be called anything but successful until he starred in Rocky.
- C. After hearing "no" at Toyota he started fixing bikes. Later his small shop became a worldwide corporation.
- D. He was once fired from his own company but later got back to it.
- E. This man was fired from a newspaper as he was told that he had no imagination. He also heard that a film about a giant mouse was a terrible idea.



Walt Disney



Soichiro Honda



Sylvester Stallone



Steve Jobs



Henry Ford

a - henry ford, b - sylvester stallone, c - soichiro honda, d - steve jobs, e - walt disney:

2. Vocabulary

Изучите новые слова



benchmark - критерий	return on investment - эффективность
bleeding edge - новейший продукт	инвестиций
bootstrapping - самораскрутка	revenue - доход
cloudware - облачное ПО	venture capital - предпринимательский
cost variance - отклонения от затрат	капитал
debt financing - привлечение кредитования	vesting - передача права
due diligence - комплексная юроценка	compelling - убедительный
elevator speech - краткая презентация	crucial - решающий
equity financing - акционерное финансирование	flawless - безупречный
founder - учредитель	sustainable - устойчивый
ground floor - начальный этап	tremendous - колоссальный
loan - заем	viable - жизнеспособный
mezzanine financing - дополнительное финансирование	alter - видоизменять
middleware - межплатформенное ПО	bankroll - спонсировать
proof of concept - проверка концепции	overrule - отклонить
	reinforce - усилить
	underlie - лежать в основе



За. How to Ознакомьтесь с информацией

- **Start up is:** innovation / new concept to fill a market gap / provide an updated solution
- **Start up benchmarks:** grow rapidly / suggest risks and keep them in mind
- **Start up money:** bootstrapping / attracting venture and angel investors you can rely on
- **Start up plan:** exit strategy to become a worldwide corporation

A new concept is supposed to underlie any start up. - В основе любого стартапа должен лежать новый концепт.

You can't call your business a start up unless your company grows rapidly. - Не называйте свою компанию стартапом, если нет активного роста.

The best option to get money for your business is to attract angel investors. - Лучший способ получить деньги на свой бизнес - это привлечь мецената.

What is your exit strategy? - Каков ваш бизнес-план?



3b. How to Ознакомьтесь с информацией

- **Getting started:** eliminate uncertainty / get the process up and running / turn the idea into the product
- **Moving on:** work smarter, not harder to develop a minimum viable product
- **Validated Learning Loop:** Build - Measure - Learn = key for progress
- **Start up requirements:** professional management / being different

To get the process up and running you need clear goals. - Чтобы наладить процесс, нужны четкие цели.

Work smarter and your company will bring you a lot of revenues. - Работайте с умом и компания принесет вам много доходов.

Build code, measure data and learn ideas to stay a sustainable business. - Создавайте код, измеряйте данные и изучайте новые идеи, чтобы оставаться устойчивой компанией.

Any start up requires professional management. - Любому стартапу нужно профессиональное руководство.

Зс. How to Ознакомьтесь с информацией



- **Moving forward:** step up / get ahead / make headway
Brainstorming: come up with / make up / dream up an idea
- **Looking for stuff:** screen and hire / acquihire / head hunt right-minded people
- **Getting to the point:** meet needs / satisfy customer demands
Outstanding idea: breakthrough / tremendous success / disruptive technology / revolutionary stuff

The first thing to do is making headway and starting your own business. - Первым делом стоит прорваться вперед и начать свой бизнес.

Once you have come up with an idea let your minimum viable product see the world. - Как только вы придумали концепт, выпускайте в мир свой прототип.

We had to acquihire Dotcom.Inc to get good architects. - Пришлось выкупить Dotcom.Inc, чтобы заполучить хороших архитекторов.

Nobody needs a product that doesn't satisfy customer demands. - Никому не нужен продукт, не удовлетворяющий потребности пользователей.

Twitter is often referred to as an outstanding idea or revolutionary stuff. - Твиттер часто называют выдающейся идеей или революционным прорывом.

3d. How to Ознакомьтесь с информацией



- **Leading:** be passionate or crazy about your product / stubborn on your vision / flexible on details
- **Attracting:** obsess about / win over customers with user-friendly services / keep them loyal and curious
- **Modifying:** throw away a rule book / pivot your company
- **Earning:** don't chase a quick buck / aim for fame and fortune

Bill Gates has always been stubborn on his vision. - Бил Гейтс всегда гнул свою линию.

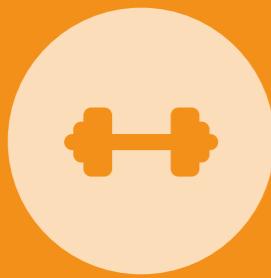
Don't forget to always keep your clients loyal and curious about your services. - Не забывайте подогревать интерес пользователей своего сервиса.

Know when to throw away a rule book or you'll never succeed. - Знайте, когда выкинуть сборник правил или не преуспеете.

So many startups were aiming for fame and fortune but some of them lost. - Так много стартапов гнались за славой и богатством, но провалились.

4. Practice

Выполните задания



- **Выберите правильный вариант:**
 01. A good idea ***underlies / abovelies / intolies*** any famous startup.
 02. They still ***have / has / having*** some money thanks to bootstrapping.
 03. How cans ***you / do you can / can you*** keep in mind all the risks at the ground floor?
 04. Cost variance ***mustn't / must / musted*** be serious or your investor will refuse you.
 05. We will ***reinforced / reinforcing / reinforce*** our team with strong architects.
- **Напишите правильную форму:**
 06. Their company often **(to develop)** middleware for various businesses.
 07. How **(to avoid (we))** debt financing if we have zero money left?
 08. The benchmark tests were **(to conduct)** as a proof of concept.
 09. We regularly **(to examine)** return on investment of all the companies in the Silicon valley.
 10. Incubators **(to be)** always successful in helping start-ups with venture capital.
- **Исправьте ошибку:**
 11. The angel investorings will provide us with 2 million \$ of mezzanine financing.
 12. You can't overrules our agreement!
 13. His ideas was flawless but the management was awful.
 14. We need a compelling and charismatic leaders.
 15. They have develops a bleeding edge security system!

Keys:

7. do we avoid, 8. conducted, 9. examined, 10. are, 11. investors, 12. overrule, 13. were, 14. leader, 15. developed,
1. underlies, 2. have, 3. can you, 4. mustn't, 5. reinforce, 6. develops,



5. Life story

Просмотрите видео
и выполните
задание к нему



▶ Brain rape ▶

Поставьте предложения в правильный порядок:

- A. We were bros!
- B. Those guys are never going to fund us.
- C. We'd schedule meetings with companies so they'd explain the technology.
- D. They don't usually bring us to these things and I know why.

Keys:

1. b' 2. c' 3. d' 4. a'

6. Phrasebook

Ознакомьтесь
с фразами

”

He convinced us with the elevator speech and we decided to fund his company. - Он убедил нас с помощью короткой презентации и мы решили финансировать его компанию.

We can offer you an updated solution of the compression algorithm. - Мы можем предложить вам обновленное решение по использованию алгоритма компрессии.

Their exit strategy was clear and compelling. - Их стратегия выхода на рынок была ясной и убедительной.

A lot of angel investors overruled our project before we got successful. - Многие меценаты отвергали наш проект прежде, чем мы стали успешными.

IBM pivoted their strategy and became even more successful. - IBM полностью изменили свою стратегию и стали еще успешней.

You can win over customers with user-friendly services and discounts. - Можно привлечь пользователей удобными сервисами и скидками.

Most offamous start up leaders obsess about their products. - Большинство лидеров известных стартапов заиклены на своих продуктах.
Don't chase a quick buck and plan ahead. - Не гонитесь за шальными деньгами и планируйте наперед.

One way to keep your users curious is to launch a creative advertising campaign. - Один из способов поддерживать любопытство своих пользователей - это запустить креативную рекламную акцию.

Be flexible and ready to alter your company strategy. - Будьте гибкими и готовыми изменить стратегию своей компании.

7a. Role play

Выберите
правильный
вариант



Вы хотите привлечь инвесторов к своему проекту. Убедите их в необходимости это делать.

1. **Investor: Hello! I hope this won't take too much time.**
 - a. *Hello and thank you for coming.*
 - b. *Hello, ma man. Gimme money!*
 - c. *Hello, you old man!*
2. **Investor: What is your idea? Cloudware?**
 - a. *No, first give me money!*
 - b. *No, I won't. Just give me money!*
 - c. *It is a cloud service with high speed access.*
3. **Investor: There are thousands of them!**
 - a. *It's true. But ours is different.*
 - b. *It's not true, Dropbox is no good.*
 - c. *Give me money!*
4. **Investor: And what is so different?**
 - a. *The access speed is just flawless even with bad internet connection.*
 - b. *The door is over there!*
 - c. *And why are you asking?*
5. **Investor: How can I check it?**
 - a. *Here, close the door and leave.*
 - b. *Here, take a glass of whisky and relax.*
 - c. *Here, just log in from your device and upload any file.*

7b. Role play

Выберите
правильный
вариант



6. **Investor: This is great. The speed is just tremendous!**
 - a. *It's because you are using the phone with the right hand.*
 - b. *It's because of our compression algorithm.*
 - c. *It's because of the sun.*
8. **Investor: And what version of the service are you showing me?**
 - a. *We are at the ground floor now, but the beta is working fine.*
 - b. *We are on the third floor.*
 - c. *We are in Vegas, baby!*
10. **Investor: My share is going to be 30%.**
 - a. *That's a deal!*
 - b. *That's an elephant!*
 - c. *That's a girl.*

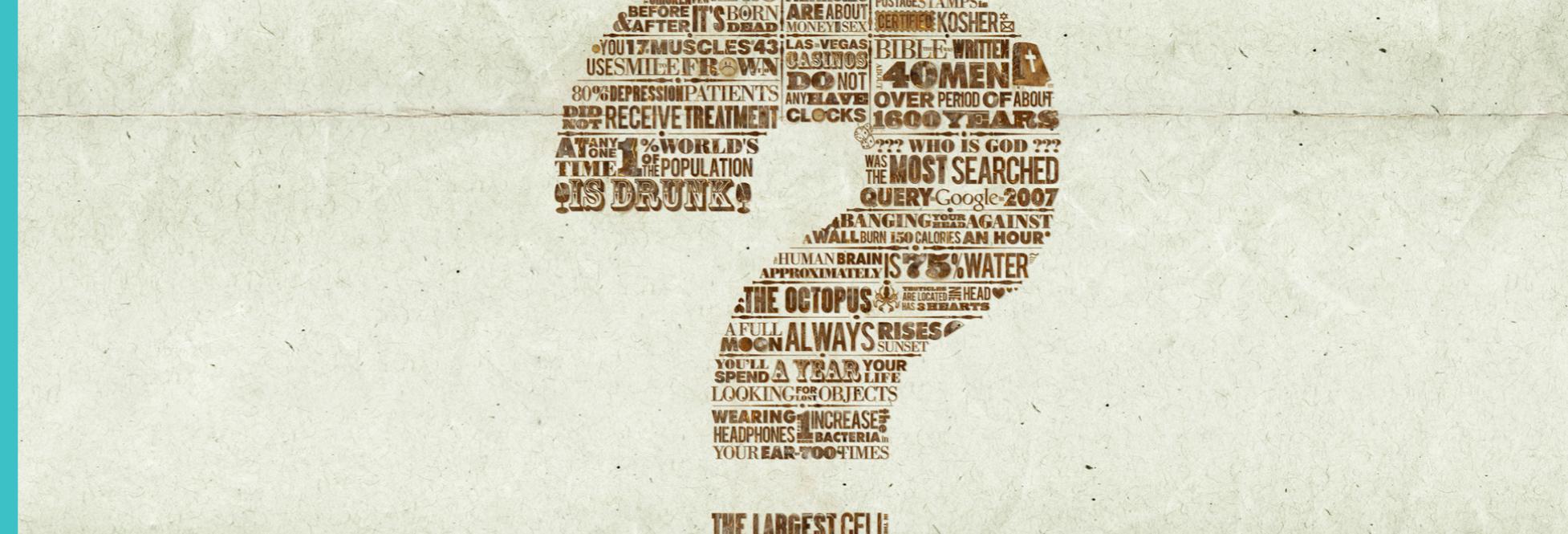
Keys:

1. a' 2. c' 3. a' 4. c' 5. a' 6. b' 7. b' 8. a' 9. c' 10. a'



8. Game

Найдите ошибки
в некоторых
предложенийах



1. 52% of startup founders are removed from their initial role.
2. The founders of Reddit never created tons of fake accounts.
3. When PayPal first started out, the founders paid new users \$10 to join, and even more money for referring their friends.
4. At first, Pinterest's community was so big that cofounder Ben Silberman (the founder) personally wrote to the first 7,000 people who joined the site to ask them what they thought about it.
5. Most of the startup owners are better educated than their parents.

Keys:

1. true, 2. false (created), 3. true, 4. false (big), 5. true

9. Discussion

Ответьте
на вопросы



- **Would you like to start your own company? If yes, what kind?**
Yes, I would / no, I wouldn't... It could be...
- **What startups can you remember? Give as many as possible.**
I can remember...
- **Do you personally know people who started their own companies?**
Yes, I do / No, I don't...
- **Have you had to talk to investors?**
Yes, I have / no, I haven't...
- **Have you ever chased a quick buck and failed? If yes, what was it?**
Yes, I have / no, I haven't... It was...