

IT & BUSINESS ENGLISH

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Quote of the Day

“I have not failed. I’ve just found 10,000 ways that won’t work.”

Thomas Edison

What are the differences between startups and small businesses?

What are the differences between startups and small businesses?

Startup

- technology oriented
- innovative
- they try to disrupt the industry
- new products
- mostly teamwork
- potential for big growth
- they solve problems
- financed by outside stakeholders
- they can grow faster
- unique idea/product
- new business model
- focus on scaling
- risky
- they look for investors
- high competition
- bigger coverage

Small business

- traditional
- can be led solely
- they focus on making profit
- financed with personal funds
- you create smg that existed before
- already existing business model
- maintaining profit
- less risk

What are the differences between startups and small businesses?

Startup

- Innovative solutions
- potential to disrupt the market
- you want to become a leader in the industry
- aims to grow rapidly
- aims to build the product, take the majority of the market share that will bring millions in the long run
- technologies are oftentimes the main product of startups
- they often raise money through crowdfunding and venture capitals
- high risk of failure

Small business

- Your business is one out of many businesses alike
- you focus on a certain circle of customers
- high priority is to make profit
- they try to maintain the stable income
- aims on getting profits from the very first day
- no special technologies are required
- less risks and duties

Vocabulary: Entrepreneurship

Entrepreneurship: The process of starting and running a new business venture.

Example: She studied entrepreneurship in college and started her own business right after graduation.



Vocabulary: Entrepreneurship

Start-up: A new business venture, typically with limited resources and funding.

Example: The new start-up is trying to disrupt the traditional retail industry with its innovative approach.



Vocabulary: Entrepreneurship

Business plan: A written document that outlines the goals, strategies, and financial projections for a business.

Example: Before seeking funding, the entrepreneur created a detailed business plan outlining the company's goals and strategies.



Vocabulary: Entrepreneurship

Market research: The process of gathering information about potential customers, competitors, and market trends.

Example: The company conducted extensive market research to better understand the needs and preferences of its target customers.



Vocabulary: Entrepreneurship

Revenue: The total amount of money earned by a business from sales or services.

Example: The company's revenue grew by 20% over the past year thanks to strong sales.



Vocabulary: Entrepreneurship

Profit: The amount of money a business earns after deducting expenses.

Example: The company's profit margin increased significantly after implementing cost-cutting measures.



Vocabulary: Entrepreneurship

Partnership: A business relationship in which two or more people or companies work together to achieve a common goal.

Example: The company formed a strategic partnership with a larger firm to expand its distribution network.



Vocabulary: Entrepreneurship

Pivot: The process of changing a business strategy or direction in response to changing market conditions or customer needs.

Example: The company pivoted its business strategy in response to changing market conditions, which helped it stay competitive.



Vocabulary: Entrepreneurship

Funding: The money needed to start or grow a business, which may come from investors, loans, or personal savings.

Example: The start-up raised \$2 million in funding from venture capitalists to help grow its business.



Vocabulary: Entrepreneurship

Break-even point: The point at which a company's revenue equals its total expenses, resulting in zero profit or loss.

Example: The break-even point for our new product line is 500 units per month, which we hope to achieve within the first six months of launch.



Make up 5 sentences using the following words

Entrepreneurship

Start-up

Business plan

Market research

Revenue

Profit

Partnership

Pivot

Funding

Break-even point

Small Group Discussions | 15 min

1. **What are the advantages to being an entrepreneur?**
2. **What are the disadvantages to being an entrepreneur?**
3. **Are people born entrepreneurs or are they made?**
4. **Would you like to open your own business? Why or why not?**

Advantages

- working for yourself
- you can become wealthy with hard work
- flexible work hours once your startup is successful
- control of your time
- your pay taxes -> contribution to the economy
- providing more job placements
- realizing your potential
- new source of income

Disadvantages

- your brain is constantly busy
- very stressful
- sacrifice lots of your time and energy
- no specific schedule
- you should be always self motivated
- you need to develop leadership skills
- always study smg new
- no pension
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