

Entrepreneurship

SPEAKING

LEVEL
Advanced

NUMBER
EN_BE_3709S

LANGUAGE
English

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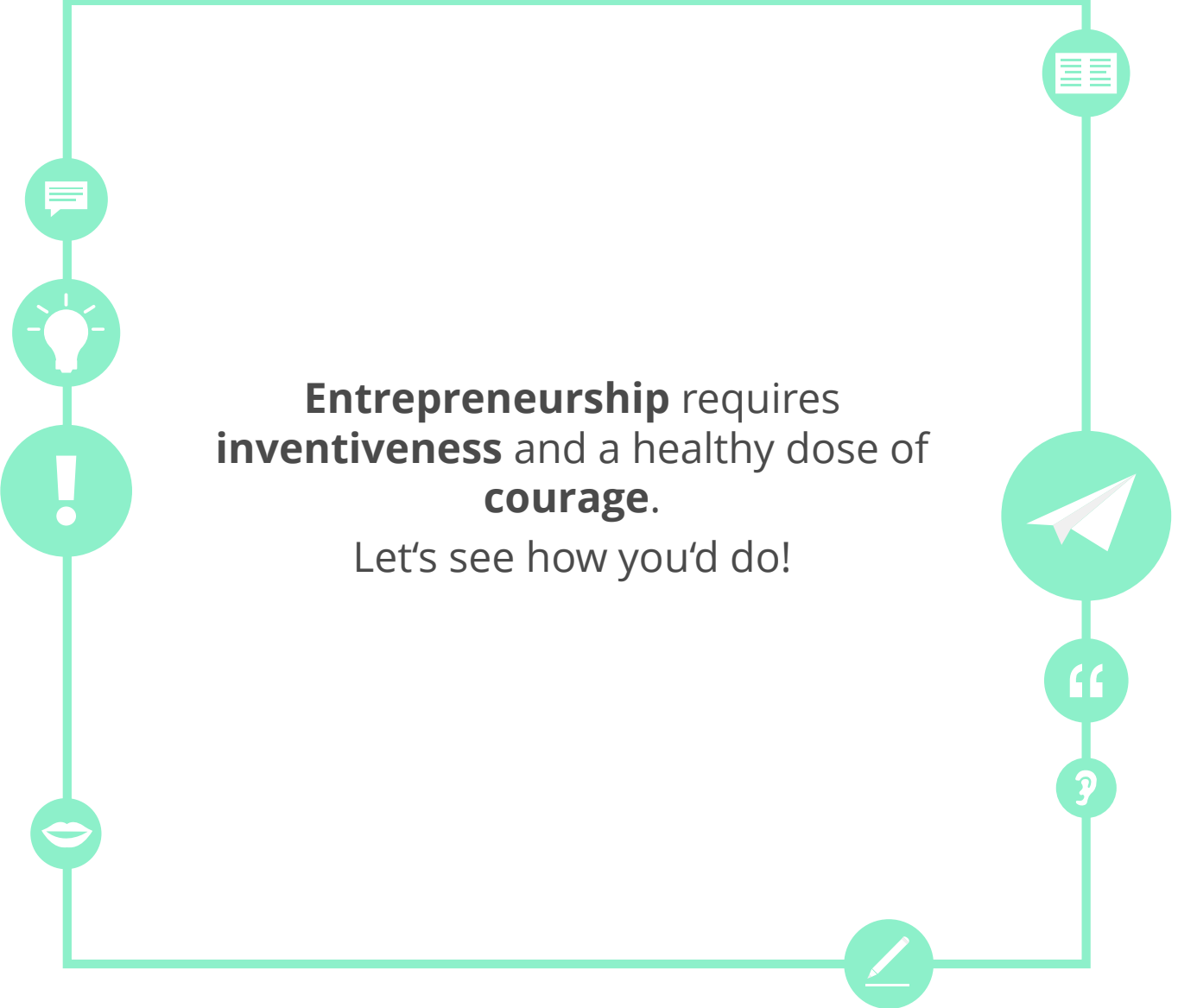




Goals

- Can describe the concept of entrepreneurship using specific vocabulary.
- Can evaluate the possible risks and rewards of entrepreneurship and present my own ideas on the topic.

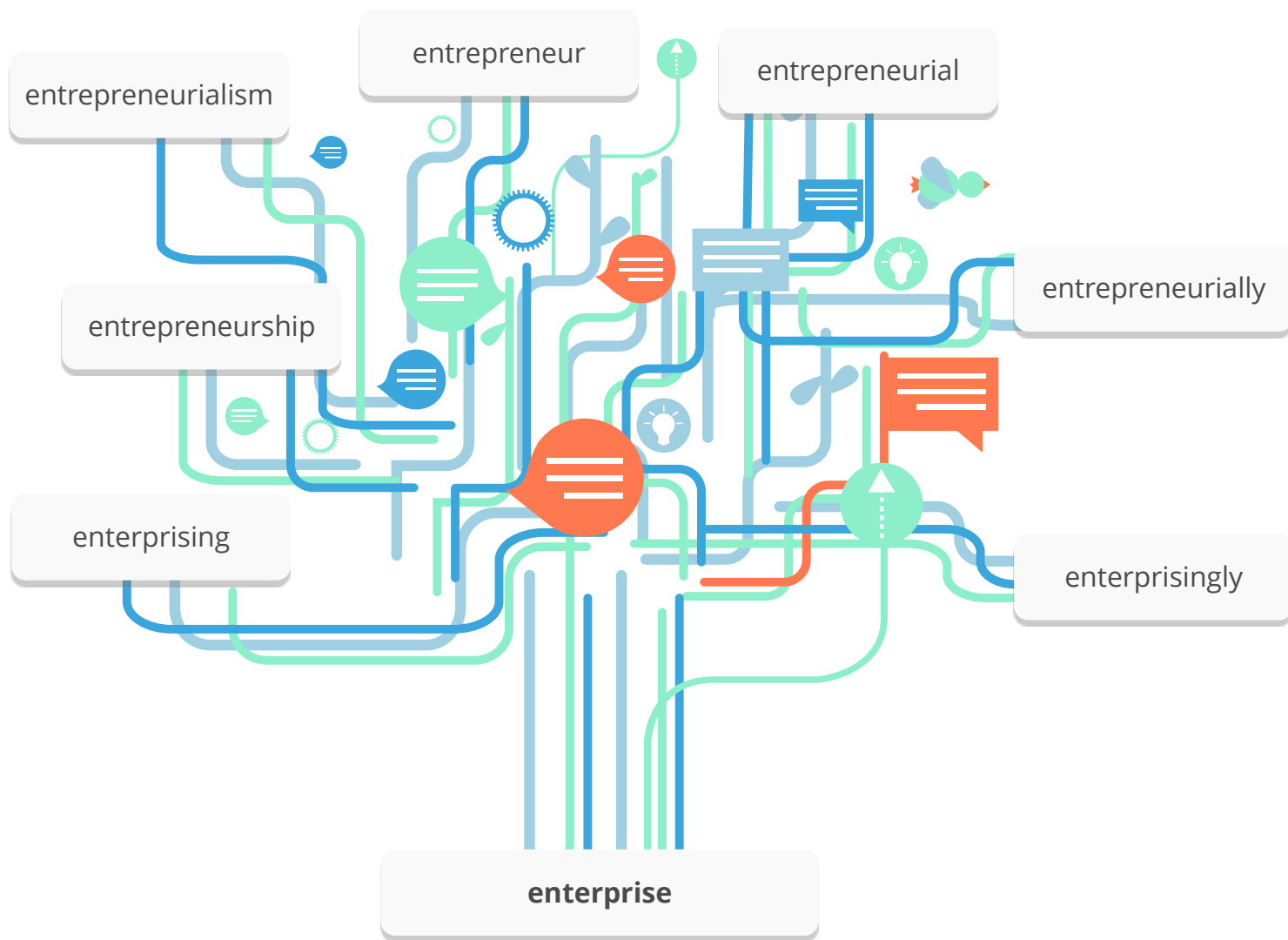




Entrepreneurship requires
inventiveness and a healthy dose of
courage.
Let's see how you'd do!



Related words





Speaking



**Would you say
that you are an
enterprising
person?**



Entrepreneurs

What does being an
entrepreneur mean to you?



entrepreneurship



Entrepreneurship is the act of having an idea, starting a business and taking on the financial risks to do so.



Entrepreneurship

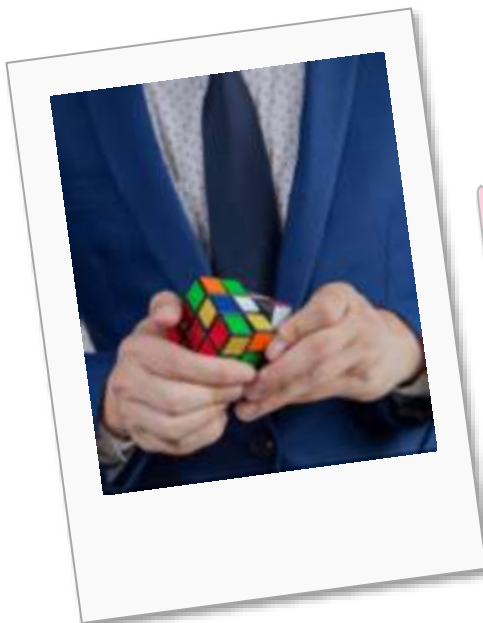
Starting a new **enterprise** is akin to **venturing into the unknown**. Those who **embark** on the journey of setting up a company are always the type of people who are **innovative** and **venturesome**. They are often the **pioneers** in a field or industry and are people who want to **break new ground**. However, before they begin anything, they are usually careful to check whether their idea is **viable** and **accomplishable**. They want to ensure that their enterprise will be **profitable** and **sustainable** in the long run.





Match the words

Match the synonyms in the two columns on the left to the words from the text listed in the columns on the right.



tenable

feasible

venturesome

profitable

lucrative

to set off

pioneer

to go into the unknown

trailblazer

creative

sustainable

to embark

to go into new territory

courageous

viable

innovative



Being an entrepreneur

Do you think it is true that entrepreneurs are innovative and venturesome?

How venturesome do you think you need to be in order to be a successful entrepreneur?





Being an entrepreneur

Do you think being an entrepreneur is at odds with needing stability and certainty? Do you have to be a certain type of person to be an entrepreneur?





Being an entrepreneur

How easy do you think it is to be an entrepreneur in your home country compared to other countries?

What country or city do you think it is easiest to be an entrepreneur in?





About you



How willing would you be to **embark** on a journey **into the unknown** and start up an **enterprise**?



Entrepreneurs

In this part of the lesson you are going to develop an idea for an enterprise.

- You are going to choose an area for your business.
- You are going to decide whether it is viable, profitable and sustainable.





Types of enterprises to choose from

technology

Creating a device or some software that helps people do something in a more flexible or easier way.

new markets

Bringing ideas that work in one country to other countries, for example the high-tech toilets in Japan.

accessibility

Creating things especially for younger people or people with no expert knowledge, e.g. creating a tool to help people declare their taxes.

social

Helping people in need via NGOs and so forth.



Accessibility entrepreneurship

Look at the example notes below for a student who has chosen to develop the idea of helping others to declare their taxes.

young people not
taught this in
school

older people
might have
problems with
online tax filing

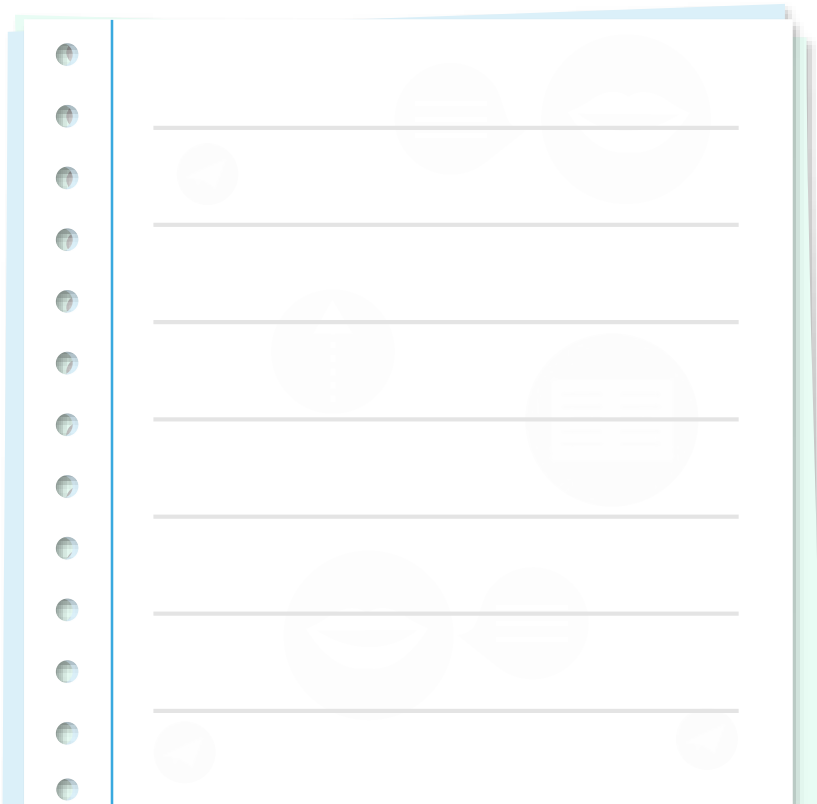
accountants are
expensive

small businesses
have simple
accounts but
people still need
accountants



Your idea

Now choose one of the enterprise types and develop a specific service or product around it. Write down your ideas.





Your idea

**Tell your teacher or classmates about the idea that you have had.
For now, just relay the facts of your idea.**





Your idea

**Now discuss your ideas in more detail, considering the points below.
Are either of these true for your business?**



It is a real problem, but people are not willing to pay to solve it. For this reason, one cannot build a sustainable business around it, even if it is technically possible.



We are dealing with a real problem and there are many solutions already out there in the market, but people don't seem to consider any of those solutions as perfect. There is room for a new idea to revolutionise this.





Who's interested?



Consider whether there are **enough people** interested in your idea.

Sometimes a product or service is good, but for it to work it needs everybody to use it.

Do you think your idea falls into this category? Why?



Problems

**What
potential
obstacles can
you think of
when rolling
out your idea?**





Solving problems

How could you solve the obstacles you came up with on the previous page?





Reflect on this lesson

Take a moment to review any new **vocabulary, phrases, language structures** or **grammar points** you have come across for the first time in this lesson.

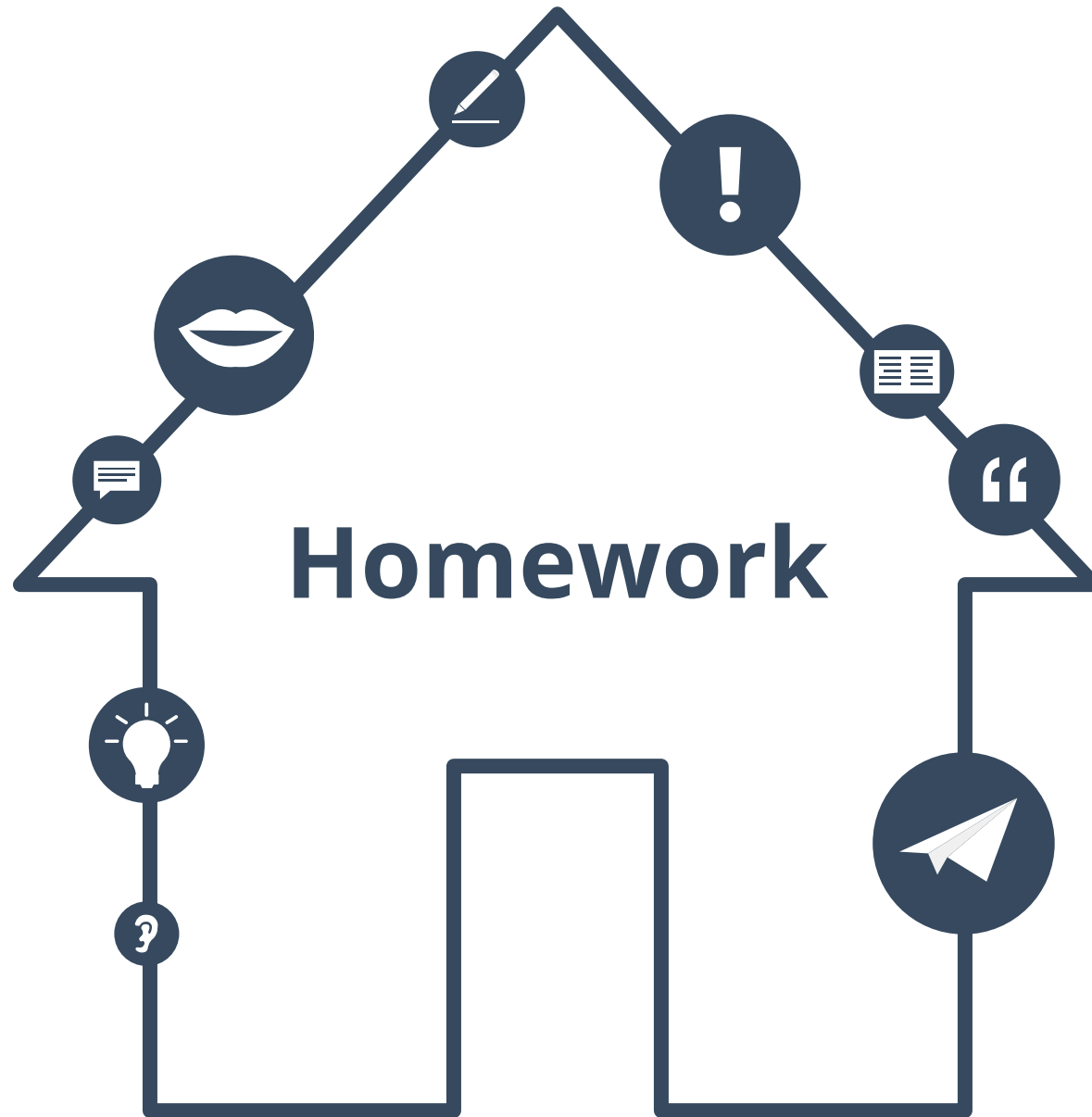
Review them with your teacher one more time to make sure you don't forget!





Answer key

Exercise p. 9
tenable – sustainable, feasible – viable, lucrative – profitable, to set off – to
embark, trailblazer – pioneer, creative – innovative, to go into new
territory – to go into the unknown, courageous – venturesome





Fill in the gaps with the words on the right

1. An entrepreneur needs to be _____ in order to have the courage to take risks.
2. Entrepreneurs are often _____ in their field and they _____ new ground with their ideas.
3. Not all new business ideas are _____, so they often go through changes or are scrapped all together.
4. Entrepreneurs want to ensure an idea will be _____ before they take financial backing.

break

viable

venturesome

profitable

pioneers



Rewrite the business idea that you developed during the lesson and improve it based on what you have discussed with your teacher or classmates.

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Homework answer key

Exercise p. 26

1. venturesome, 2. pioneers, break, 3. viable, 4. profitable



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