1. Launch (기업, 회사) 시작하다, 개시하다.
2. Advertise 광고하다.

* Advertisement 광고

1. Crack at 기회, 시도
2. IPO (initial public operating) 주식 공개 상장

* Initiate 시작하다, 개시하다
* Initiative 주도권, 개시, 발의

1. Partial owner 부분적 오너

[Script]

Let’s imagine a new coffee company that decides (the site) to launch (large) on the market.

First, the company will advertise itself (themselves) to big investors (begin besters.)

If they think the company is a good idea, they get the first crack at investing.

And then sponsor the company’s initial public offering or IPO.

This launches the company onto (until) the official public market, Where any company or(are) individual who believes the business could (good) be profitable might buy a stock.

Buying stocks makes those investors (doesn’t besters) partial owners in the business.

Their investment helps the company to grow and as it become more successful, more buyers may see potential and start buying stocks.