

Unicorn Startups: are they real?

Every day, there are thousands of **product launches** all over the world. Most of them go (NOTE) by the public and quickly (APPEAR) without a trace. However, every now and then a new **brand name** appears that has the potential to change the way we live and work. In fact, it's hard to imagine what life would be like without (KNOW) companies such as Google, Amazon or Apple.

These are examples of what are known as 'unicorn' startups - private companies that are valued at over \$1 billion. But what is it that sets these companies apart from the rest? And how can you go about **setting up your own business** and becoming your own boss?

..... (APPEAR), not everyone who sets up a business will be able to **earn a living** from it, let alone **make a profit** of \$1 billion. In fact, around 90% of startups fail within the first year. There are many reasons why this is the case, but one of the most common is poor **cash flow**. This means that the company doesn't have enough money coming in to pay its **immediate expenses**, such as salaries, rent and suppliers.

Another reason is that people often **go into business with** a friend or family member. While this might seem like a good idea at the time (after all, who do you trust more than your own family?), it can cause problems **further down the line** if you don't see eye to eye on any important (DECIDE).

So what can you do if you have a great idea for a business, but don't know where to start? The first thing to say is that while **working nine-to-five** for someone else might feel safe, it's unlikely to lead to long-term job (SECURE). If you want to **be your own boss**, you need to be prepared to take risks. Of course, that doesn't mean that you should throw caution to the wind and **quit your job** tomorrow. It just means that you need to be prepared to think (DIFFER) and take the necessary steps to **get your business up and running**. You also need to be prepared to work harder than ever before, in order to make your dream a (REAL).

In other words, if you want to set up your own start-up, you need to be prepared to **put in the hard work**. But if you're willing to do this, then who knows? You might just create the next unicorn company!

Questions:

1. What is the main focus of the text?
 - A. The high failure rate of start-up businesses.
 - B. The importance of cash flow in a start-up.
 - C. The characteristics of successful start-up companies.
 - D. The risks and challenges of starting your own business.
2. According to the text, what is one common reason for start-up failures?
 - A. Lack of trust among business partners.
 - B. Insufficient income to cover expenses.
 - C. Lack of innovative ideas.
 - D. Inability to find customers for the product.
3. What does the text suggest about traditional nine-to-five jobs?
 - A. They provide long-term stability.
 - B. They are risky and unreliable.
 - C. They may be the safest option for financial security.
 - D. They offer more free time for personal pursuits.
4. What should individuals be prepared for if they want to start their own business?
 - A. Taking risks and working harder than ever before.
 - B. Quitting their current job immediately.
 - C. Relying on family members for financial support.
 - D. Following traditional business models.
5. What is the overall message of the text?
 - A. Starting a successful business requires luck.
 - B. Most start-up businesses fail within the first year.
 - C. Setting up a business is risky but rewarding.
 - D. Traditional nine-to-five jobs offer better job security.