

To Start-up or not?

A Start-up is a new business that has just begun. Starting a new business is difficult and Start-ups are very vulnerable trying to compete with more established companies in the Business world.

New businesses are often started in a bedroom or home office. Mark Zuckerberg created Facebook from his Harvard dormitory. Steve Jobs started Apple in his father's garage.

It is difficult for a new business to get funding. Some use a Crowd-funding platform like Kickstarter, where many people invest or donate a small amount of money.

50% of new businesses will fail in the first five years. 25% will fail within the first year. The number one reason is that they offer a product or service that people don't want. Other reasons for failure include financial fraud and a lack of managerial experience.

But what about the ones who succeed? Uber started in 2009 and today has an estimated value of \$62.5 billion.

<https://lingua.com/businessenglish/reading/to-start-up-or-not/>

Lee el texto y marca la opción correcta.

1. What is a Start-up?

- a. A failed business
- b. A successful business
- c. A new business
- d. An established business

2. Which of these companies is a Crowd-funding platform?

- a. Facebook
- b. Kickstarter
- c. Apple
- d. Uber

3. Which of these companies started in a university bedroom?

- a. Facebook
- b. Kickstarter
- c. Apple
- d. Uber

4. What is Crowd-funding?

- a. Paying for lots of people
- b. A failed business
- c. A bank
- d. A way for a new business to raise capital (funding)

5. How much is Uber worth today?

- a. \$62.5 billion
- b. \$50 million
- c. \$2009 million
- d. \$62.5 million

6. How many businesses fail within 12 months?

- a. 25%
- b. 2009
- c. 50%
- d. 62.5

7. How many start-up businesses fail within 5 years?

- a. 25%
- b. 2009
- c. 62.5
- d. 50%

8. Which of these is NOT listed as a reason for failure?

- a. The wrong product or service
- b. Financial Fraud
- c. Not having a garage
- d. Lack of managerial experience.

Ejercicios Léxico-Gramaticales

1. Analiza la siguiente oración compuesta. Identifica el sujeto y predicado la oración, los núcleos de las frases nominales, sus modificadores, los verbos núcleos las frases verbales.

"Starting a new business is difficult and Start-ups are very vulnerable trying to compete with more established companies in the Business world"

Núcleos de la frases nominales	Modificadores	Verbos núcleos

2. Traduce la oración al español

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