

## START-UP

**What do you think is better: to be selfemployed or to work for somebody? Why?**

Look at the word cloud and give some ideas about who the entrepreneurs are. Name some if you know any?



## VOCABULARY

### 1. Match the words with their definitions.

1) a niche in the market	a) a person who starts and manages a business, accepting the risks and hoping to make money
2) an entrepreneur	b) a person who goes into new areas (of land, thought, research, or development, etc.) before other people
3) set up	c) a special area of demand for a product
4) manufacturer	d) start or establish (a business)
5) a pioneer	e) make a product, especially using machines
6) founder	f) a large company that does business in several different countries
7) annual sales	g) a person who establishes an organization
8) subsidiary	h) a smaller company that is owned by another bigger company
9) division	i) one of the sectors or groups in a business or organization
10) multinational corporation	j) the amount of business that a company does in one year

**2. Fill in the blanks with the appropriate vocabulary from the list below.**

**debt / bankruptcy / capital / profit / donations / finances / charity  
/fortune / loan / fund-raising / earnings**

- 1) During the financial crisis, even some large corporations declared \_\_\_\_\_.
- 2) If a CEO cannot manage company \_\_\_\_\_ well, the company is likely to fail.
- 3) \_\_\_\_\_ is an essential part of the Red Cross since it depends on charitable \_\_\_\_\_.
- 4) I often give money to a \_\_\_\_\_ like Salvation Army or Red Cross.
- 5) To keep a business running, companies must have plenty of \_\_\_\_\_.
- 6) Credit \_\_\_\_\_ somehow make it very easy to spend a lot of money.
- 7) Bill Gates earned a \_\_\_\_\_ on Microsoft.
- 8) America spends more money than it earns; it is in international \_\_\_\_\_.
- 9) The \_\_\_\_\_ people receive for their work depend on their qualifications.
- 10) If you borrow money in a bank you take out a \_\_\_\_\_.

**READING****3. Read the article**

If you're a young entrepreneur who's sick of the 9-to-5 rat race, you should start **thinking out of the box**. You need to find an idea that will allow you to start your own business so that you can choose your hours and even your salary. The challenges are real, but so are the opportunities. It is often amazing to think about how early some of the world's most famous entrepreneurs began their **start-ups** and **ventures**. Many of them simply had a fantastic idea and then just worked extremely hard to make it reality. You can begin the journey to becoming an achiever at any age, and the young entrepreneurs in the list below will prove this to you.



Of course, Mark Zuckerberg must be on the top of the list. Facebook speaks for all the success the man has achieved by launching it when he was only 19 years old. Within a few years of its **launch**, Facebook became one of the most used social media platforms across the world. An **inspiration** to a countless number of people, Zuckerberg is estimated to be worth 61.7 billion USD today and continues to progress as an entrepreneur.



Fraser Doherty started his incredible business career at the age of just fourteen. After being taught how to make jam in his Grandmother's kitchen in Scotland, he came up with a way of making jam 100% from fruit. At sixteen, he presented his brand, SuperJam, to Waitrose and went on to become the youngest ever **supplier** to a major supermarket. SuperJam has since grown into a company that has sold many millions of jars through thousands of supermarkets around the world and currently has a **net worth** of 2 million dollars.



Juliette Brindak came up with the idea of what is now "Miss O&Friends" when she was just 10 years old. During a routine family vacation, she created a series of drawings of five girls called "Cool Girls", the main one of whom was Miss O, inspired by her younger sister Olivia. Everyone liked the characters so much that soon her family joined in to help bring the characters to life, which is how "Miss O and Friends" **came into existence**. Her entrepreneurial horizons expanded in 2005, when Juliette launched MissOandFriends.com, a by-girls-forgirls site where tweens can go to safely interact, play flash games, receive advice in a supportive community, and get inspired.

At 14 years old Sean Belnick locked himself in his bedroom and 3 days later, Bizchair.com was born! At 20 years old, Sean's business chair website **brought in** \$38 Million Dollars! He started out with just a few office chairs and eventually one employee, he now sells over 25,000 products and sold chairs to Microsoft, Google, and

Abercrombie and Fitch. Since the year Bizchar.com was set up it has turned into a **thriving** company and continues to **expand** with an excellent selection of products and customer service.



It's hard not to feel a bit **competitive** after reading about all these young entrepreneurs. However, you have to know that anyone can succeed; what you really need to do is to begin. It's never too late or early to **chase your dreams**. Anything can happen with a great idea, hard work, and creativity.

**4. Read the statements and say whether they are true (T) or false (F) according to the text**

	<b>True</b>	<b>False</b>
1) The main purpose of the article is to encourage young people to be hard-working, determined and innovative.		
2) Facebook instantly became a very profitable business.		
3) Fraser Doherty became a millionaire using his skill of making jam.		
4) "Miss O" is a series of drawing-based characters aimed to be positive role models for young		
5) BizChair.com was created in 2001 by its then fourteen-year-old founder Sean Belnick.		