

Lesson 5

Topic "How to build a startup?"

Reading. Part II

Activity 1. Match the words with the definitions.

1. Pain point	a) Having an ability to grow bigger
2. Scalable	b) Ask someone to join the team
3. Pivot	c) Change the course of the existing strategy
4. To be in charge	d) A problem that a business / service can solve
5. Bring (someone) on board	e) Encounter
6. Expenses	f) Likely to happen
7. Take into account	g) Short and informative
8. Annual	h) At risk
9. Jack of all trades	i) Yearly
10. Prospective	j) Consider
11. Come across	k) Someone who can handle many different responsibilities
12. Concise	l) Costs
13. At stake	m) To be the main person responsible for something



Activity 2. Complete the sentences with the following expressions.

Expressions with the word "market"

1) Corner the market.	5) Beat (someone) to market
2) On the market	6) Market economy
3) Break into a market	7) In the market for
4) Marketer	8) Go-to-market strategy

1. The United States is a _____ where the prices are determined by the rules of supply and demand.
2. They were planning to release their app next month but their competitors _____ them _____.
3. This is the best solution _____ right now.
4. A company always takes a risk when it tries to _____ a new _____.
5. We need to create a strong _____ if we want our product to be successful from the first day of the launch.
6. That company has _____ and become the leading desktop manufacturer in the industry.
7. I'm _____ a new pair of head-phones.
8. Have you considered hiring a _____ to help you with promoting your services?