

## 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?