

Lessons 11–12 Teenage business wonders

- Have any of your relatives started their own business?
Was it successful?

Reading

- 1 Read the article. Which is the best summary?

- 1 You don't need to have a business degree to start a business.
- 2 The most important aspect of a successful business is a good idea.
- 3 Without education, you can't achieve anything.



Task 2. Reading

Young and Successful

Young people around the world are making a go of it in the business world. Here are just a few of them.

1 Facebook

One of the most visited websites in the world was started by Mark Zuckerberg in 2004 from his dormitory room at university. Mark has been programming since his childhood – his parents thought he was a genius from his early years. He was always interested in communication and connecting people together. Only days after he launched Facebook, the website was already very popular at his university, where only his fellow students could join.

2 Zeven Media's Photo-booth

Every big event these days, whether it's a graduation, wedding or business promotion party, has a photo-booth instead of a photographer. Young brothers Josh and Hyrum Cook started their photo-booth business when they had the idea in their kitchen in 2013. Since the business started, people around the world attending social events have been taking photos and sharing them instantly over social media or email. The brothers have been working in business since their teenage years, when they used to sell biscuits at school.



Task 2. Reading

3 Subway

Young Fred DeLuca started his simple sandwich business when he was 17. DeLuca had very little money, so he borrowed \$1,000 from a family friend to start the business and pay for his university degree. The first shop opened in 1965 and by 2013 there were 39,500 shops around the world. The business has been growing successfully ever since the start.

Sail Magazine

Young Emirati businesswoman, Iman Ben Chaibah, has been writing since she was a young girl. Despite not having a degree in writing or publishing, her monthly online magazine has been proving its success over the years. The magazine now has over thirty contributing writers who have all been discussing topics relevant to young Emirati men and women.

So one of the keys to a successful business is to keep looking around for ideas and to think of what the market needs, then try to create it! One great idea can change your future no matter how young or old!



Task 2b Reading:

Task 2. Reading

Tip: Answering reading questions

NG if the information is

not in the text. Point out that even if they believe the answer is probably true or false, if it isn't in the text then they must choose NG.

world of work

2 Read the article again. Are the following statements true (T), false (F) or not given (NG)?

- 1 Mark Zuckerberg started Facebook during his childhood days.
- 2 At first, Facebook could only be used by people at Mark's university.
- 3 The common thing between all big events is that there's always a professional photographer.
- 4 Fred DeLuca started his business from his savings.
- 5 Iman Ben Chaibah has a degree in computer science.
- 6 According to the article, you have to be very young to have great business ideas.