ENTREPRENEURS.

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Indicator: Recognizes specific vocabulary words from the audio in order to complete/write on the given spaces.

Listen and complete the spaces by writing the missing words.

Audio Script



Lecturer: How many of you know the name Jeff Bezos? OK, how about Amazon.com? Have you _____ of that? Well, Amazon is the world's _____ and largest Internet bookstore. And Jeff Bezos is the man who started Amazon back in 1995. Five years later, Amazon was serving millions of _____ in 120 different countries. Amazing, right? And this is the _____ why, in 1999, Jeff Bezos was selected as Time magazine's Person of the Year, a very great _____ .

Now, Jeff Bezos is actually not the topic of my lecture today, but he is a perfect example of my topic, which is _____. That's entrepreneurs, spelled E-N-T-R-E-P-R-E-N-E-U-R-S. Entrepreneur is a French word meaning a person who starts a completely _____ business or _____; um, someone who does something no-one else has done before; or who does it in a completely new way, like Jeff Bezos.

Entrepreneurs like Jeff Bezos are very highly respected in society. So, in today's lecture I want to talk about _____ things. First, the characteristics of entrepreneurs – I mean, what _____ of people they are.

Second, the kind of background they come from. And third, the entrepreneurial process, that is, the steps entrepreneurs _____ when they create a new _____.

OK, let's begin by looking at the characteristics or, um, the qualities, of entrepreneurs. There are two _____ that I think all entrepreneurs have in _____. First, entrepreneurs have _____. I mean that they have the ability to see opportunities that other people simply do not see. Let's look again at the example of Jeff Bezos. One day in 1994, he was surfing the Internet when suddenly he had a brilliant idea: why not use the Internet to sell products? Remember, at that time, no-one was using the Internet in that way. After doing some research, Bezos decided that the product he wanted to _____ was books.

That's how Amazon _____ its start.

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The other quality that I think all entrepreneurs have is that they're not afraid to take risks. I mean they're not afraid to fail. As an example, let me tell you about Frederick Smith. He _____ FedEx, the _____ that delivers packages overnight. Smith first suggested the idea for his company in a college term paper. Do you know what grade he got on it? A C! Clearly, his professor didn't like the idea, but this didn't stop him. Today FedEx is worth more than 60 billion dollars and _____ more than 425,000 people.

OK, we've just seen that all entrepreneurs have at least two important qualities in common. But now let's take a look at some differences. We'll see that their backgrounds can be very different. First of all, some entrepreneurs are well educated, like Jeff Bezos, who_____ from Princeton University. But others, like Bill Gates, the founder of Microsoft, never even finished _____. Next, some entrepreneurs come from rich families, like Frederick Smith, the founder of FedEx. In contrast, other entrepreneurs come from poor families, and many are immigrants or the _____ of immigrants. A great example is Jerry Yang, one of the men who started Yahoo dot com. He was born in Taiwan and _____ America as a young boy in the 1970s.

OK, another difference is that although many entrepreneurs start their businesses at a _____ age, lots of others don't start until age 40 or later. And finally, I think it's important to remind you that entrepreneurs are not always men. A famous _____ entrepreneur, for example, is Anita Roddick. She founded The Body Shop. You can find her natural cosmetics _____ all over the world. So, to conclude this section, you can see that entrepreneurs come from many different backgrounds.



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