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.**
2) **On the market**
3) **Break into a market**
4) **Marketer**
5) **Beat (someone) to market**
6) **Market economy**
7) **In the market for**
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?