

# ProTalk

Discussion Files

afaq

Language Center

# C2. Entrepreneurship

Afaq Language Center

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# Goals

- Can describe the concept of entrepreneurship using specific vocabulary.
- Can evaluate the possible risks and rewards of entrepreneurship and present my own ideas on the topic.

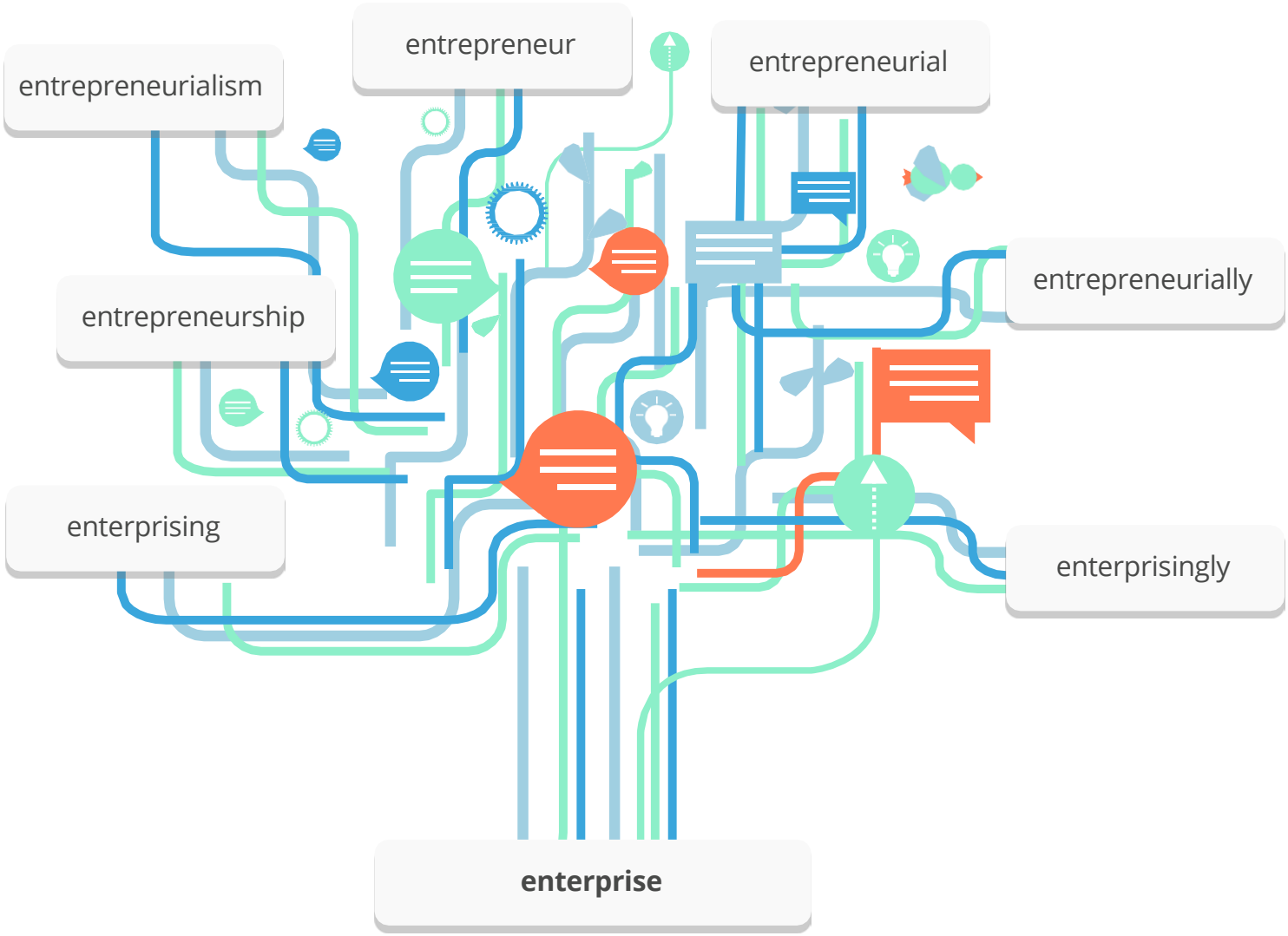


# What do you think?

**Entrepreneurship** requires **inventiveness** and a healthy dose of **courage**.

Let‘s see how you‘d do!

# Related words



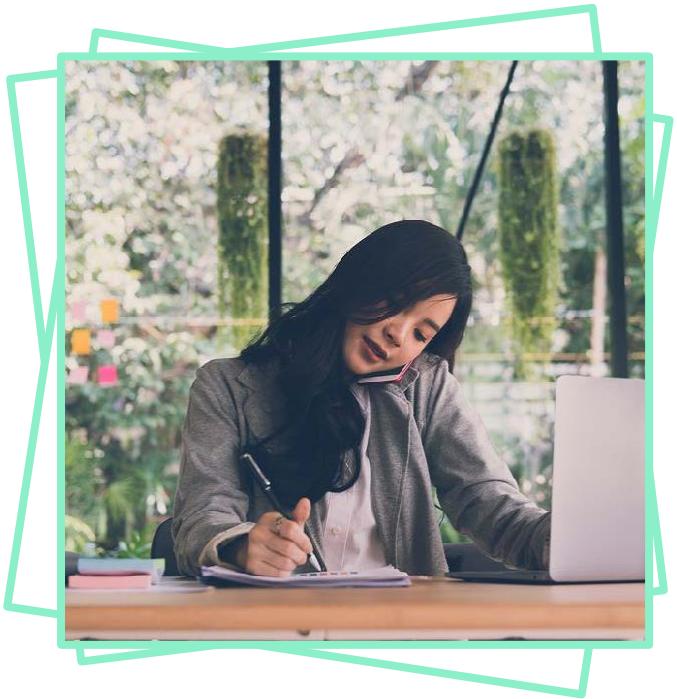
## Speaking



**Would you say that you are an enterprising person?**

# Entrepreneurs

What does being an **entrepreneur** mean to you?



# entrepreneurship



**Entrepreneurship** is the act of having an idea, starting a business and taking on the financial risks to do so.

**Read the text and summarize it.**

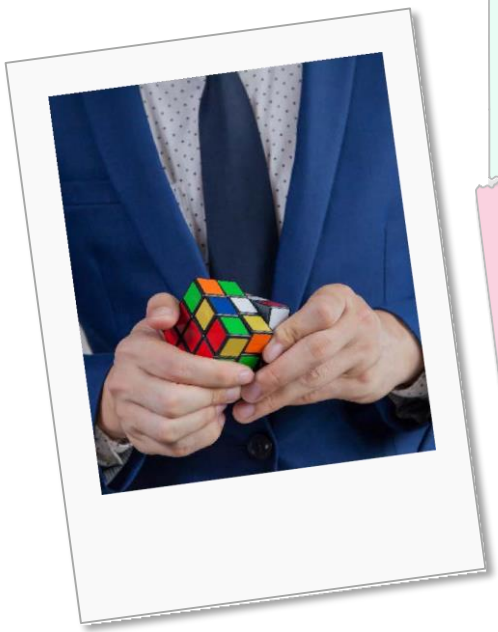
# Entrepreneurship

Starting a new **enterprise** is akin to **venturing into the unknown**. Those who **embark** on the journey of setting up a company are always the type of people who are **innovative** and **venturesome**. They are often the **pioneers** in a field or industry and are people who want to **break new ground**. However, before they begin anything, they are usually careful to check whether their idea is **viable** and **accomplishable**. They want to ensure that their enterprise will be **profitable** and **sustainable** in the long run.



# Match the words

**Match the synonyms in the two columns on the left to the words from the text listed in the columns on the right.**



tenable

feasible

venturesome

profitable

lucrative

to set off

pioneer

to go into the unknown

trailblazer

creative

sustainable

to embark

to go into new territory

courageous

viable

innovative

# Being an entrepreneur

**Do you think it is true that entrepreneurs are innovative and venturesome?**

**How venturesome do you think you need to be in order to be a successful entrepreneur?**



# Being an entrepreneur

**Do you think being an entrepreneur is at odds with needing stability and certainty? Do you have to be a certain type of person to be an entrepreneur?**





# Being an entrepreneur

**How easy do you think it is to be an entrepreneur in your home country compared to other countries?**

**What country or city do you think it is easiest to be an entrepreneur in?**













# About you



How willing would you be to **embark** on a journey **into the unknown** and start up an **enterprise**?

# Entrepreneurs

**In this part of the lesson you are going to develop an idea for an enterprise.**

- You are going to choose an area for your business.
- You are going to decide whether it is viable, profitable and sustainable.



## Do you know these words? Discuss the meanings with your teacher and use each in a sentence.

| | |
|---|---|
| **technology** | Creating a device or some software that helps people do something in a more flexible or easier way. |
| **new markets** | Bringing ideas that work in one country to other countries, for example the high-tech toilets in Japan. |
| **accessibility** | Creating things especially for younger people or people with no expert knowledge, e.g. creating a tool to help people declare their taxes. |
| **social** | Helping people in need via NGOs and so forth. |

# Accessibility entrepreneurship

**Look at the example notes below for a student who has chosen to develop the idea of helping others to declare their taxes.**

young people not taught this in school

older people might have problems with online tax filing

accountants are expensive

small businesses have simple accounts but people still need accountants

# Your idea

**Now choose one of the enterprise types and develop a specific service or product around it. Write down your ideas.**



# Your idea

**Tell your teacher or classmates about the idea that you have had.**
**For now, just relay the facts of your idea.**



# Your idea

**Now discuss your ideas in more detail, considering the points below. Are either of these true for your business?**

> It is a real problem, but people are not willing to pay to solve it. For this reason, one cannot build a sustainable business around it, even if it is technically possible.

> We are dealing with a real problem and there are many solutions already out there in the market, but people don't seem to consider any of those solutions as perfect. There is room for a new idea to revolutionise this.



# Who's interested?



Consider whether there are **enough people** interested in your idea.

Sometimes a product or service is good, but for it to work it needs everybody to use it.

Do you think your idea falls into this category? Why?

# What potential obstacles can you think of when rolling out your idea?



# Solving problems

**How could you solve the obstacles you came up with on the previous page?**



**Exercise p. 9**

tenable – sustainable, feasible – viable, lucrative – profitable, to set off – to embark, trailblazer – pioneer, creative – innovative, to go into new territory – to go into the unknown, courageous – venturesome

# Presentation

Prepare a two-minute presentation about the business idea that you developed during the lesson and improve it based on what you have discussed with your teacher or classmates.

Include several reasons to support your point of view.

Give your presentation to the class. Answer questions and get feedback.

