

# StartUp 7
## Vocabulary

Unit5 – Lesson1
Page54

## To the teacher

At the end of the lesson, your students must have achieved all the targets below.
During the unit, plan your productive tasks to cover them.



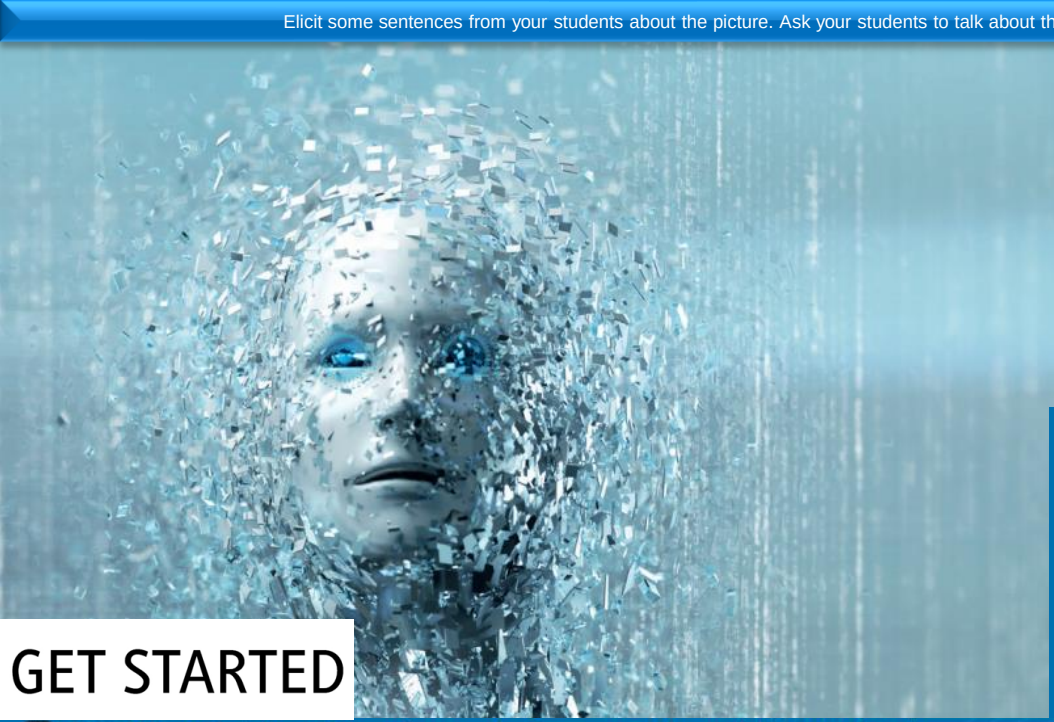

# IS THIS GOING TO WORK?

### LEARNING GOALS

In this unit, you

- talk about starting a small business
- talk about inventions
- talk about a success story
- read about alternative foods
- write an online review

Elicit some sentences from your students about the picture. Ask your students to talk about the questions.



# GET STARTED

## LEARNING GOALS

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**A** Read the unit title and learning goals. Some people avoid innovation because there are more risks involved. Would you want to work at a job where innovation was required daily? Why or why not?

**B** Look at the picture. There's a concept that technology has the capacity to make each of us bigger, extending our abilities and influence. How does this image reflect that?

**C** Read Carla's message. How is technology helping people develop new businesses? Why might it be easier to start a business now than it was 100 years ago?



CARLA LUGO

@CarlaL

My friends started a new business. It's up and running already. Technology is making it easier than ever before.

Have your Ss do the task for a couple of minutes. Then check the answers in class.

# Match the words with the definitions.

a partnership – lease – a supplier – cash flow – cut corners
be in the black – be in the red – break even – profitable – flop

1. to reach a point when profits are equal to costs
2. to be unsuccessful because people do not like it
3. a company that provides a particular product to another company or a consumer
4. to have more money than you owe
5. to use or let someone use buildings, property, etc., when he or she pays rent
6. to do something in a way that is not as good as it should be, to save time, effort, or money
7. producing money or a useful result
8. the movement of money into and out of a company
9. a relationship in which two or more people, organizations, etc., work together
10. to owe more money than you have

Have the Ss look at the captions and nominate them to answer the questions in class.



CARLA LUGO

@CarlaL

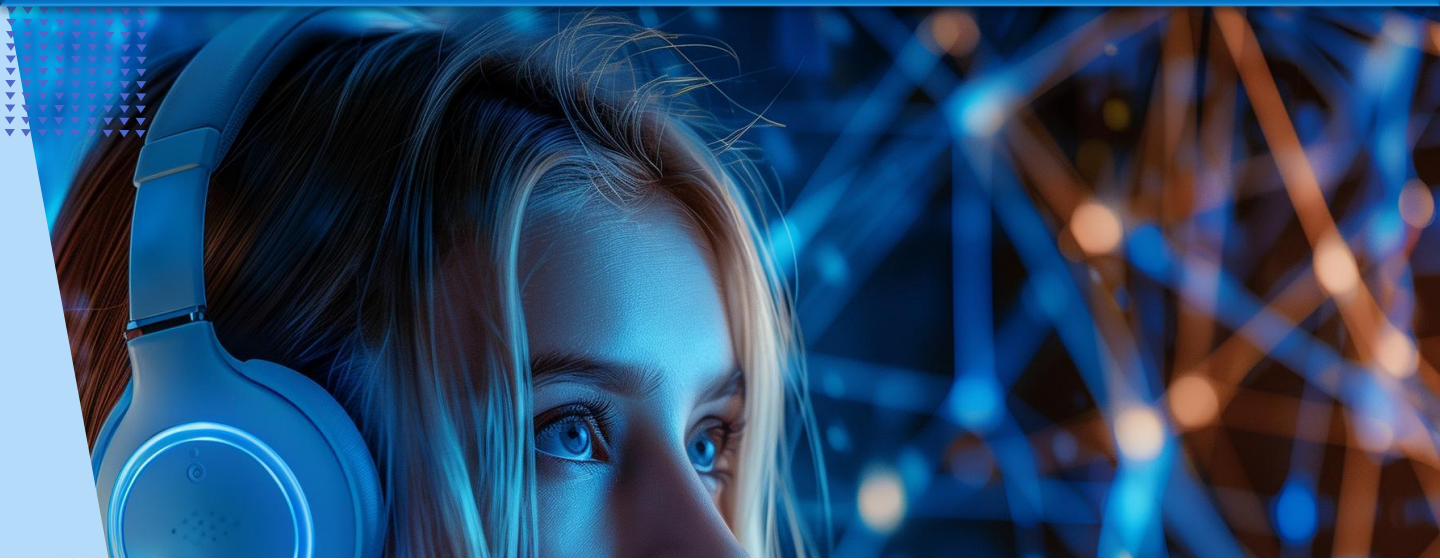
Lunchtime—and I've got treats to share!

## 1 VOCABULARY Words related to starting a business

**A** Read the information about starting a business.
Which points are generally good, or positive, for starting a business? Which are not?



Teach the challenging words to your Ss. Then play the audio to practice the pronunciation.



**B** ▶05-01 Read and listen. Notice the words in bold.



Have the Ss do the task in class. Nominate the Ss for their answers.

>> FOR PRACTICE, PAGE 137

## VOCABULARY PRACTICE

05-02 Listen. Complete the sentences with the correct form of the words in the box.

| | | | | |
|---|---|---|---|---|
| a partnership | lease | a supplier | cash flow | cut corners |
| be in the black | be in the red | break even | profitable | flop |

1. His business was _____ last month.
2. Carol and Maria have formed _____ .
3. Last year they _____ .
4. Robert knows about the _____ of the business.
5. He thinks the ice cream store wasn't a(n) _____ business in the winter.
6. The man asks a question about a(n) _____ for the restaurant.
7. She started a cleaning business, but it _____ .
8. They want to _____ a place downtown for their restaurant.

Practise all the new words with your students. Ask and answer questions using the words.

# Talk together

a partnership – lease – a supplier – cash flow – cut corners
be in the black – be in the red – break even – profitable – flop

Tell me a sentence with "a partnership" about starting a business.



Starting a business is easier when you form a partnership with someone who shares your goals.



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Language Center