

araq

StartUp 7

Listening

Unit5 – Lesson2

Page57


Have your Ss look at the picture. Convey the meaning and try to elicit the word. Then practice the pronunciation chorally and individually.

Teach the form of the word. Then ask some concept checking questions.



DOORBELL


Have your Ss look at the picture. Convey the meaning and try to elicit the word. Then practice the pronunciation chorally and individually.

Teach the form of the word. Then ask some concept checking questions.



ENTREPRENEURS


Have your Ss look at the picture. Convey the meaning and try to elicit the word. Then practice the pronunciation chorally and individually.

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DEVASTATED


Have your Ss look at the picture. Convey the meaning and try to elicit the word. Then practice the pronunciation chorally and individually.

Teach the form of the word. Then ask some concept checking questions.



SPOKESPERSON

Familiarize the students with the listening part. Play the audio once to do the task.



05-12

WHAT IS THE MAIN IDEA OF THE PODCAST?

Explain the skill to your Ss and give some examples. Familiarize the students with the listening part. Play the audio again to do the task.

B ▶05-13 Read the Listening Skill. Read the questions below. Focus on answering the questions as you listen to the introduction of the podcast again.

1. What is a Ring doorbell? _____
2. Who is Ben Thompson? _____
3. Who is Jamie Siminoff? _____

LISTENING SKILL Selective attention

Listening for a particular piece of information can help you focus on and understand the information you are looking for.

Play the audio and have your Ss do the task. Check the answers in class.

C ▶05-12 Listen again. Take notes about Siminoff's story.

How he got the idea:
First lucky break:
Company growth:
The end of the story:



Have the students answer the question in class.

D PAIRS REACT Do you think luck or hard work was more important to Siminoff's success? Explain your point of view.



Give a couple of minutes to your Ss to think about the topic they intend to share. Provide adequate samples.



A THINK You have invented a new product. Prepare to convince investors to back it.

Product name and function	What makes it special	Why it will be successful

Have your Ss share what they have prepared in their breakout rooms. Monitor the groups and prepare your FEEDBACK.

B PAIRS Help your partner prepare to present his or her product by asking questions about it.



Who's at the door? Is it someone you know? Is it a package? Is it a robber? If you've got a Ring doorbell, you can see and talk to your visitor through an app on your phone no matter where you are. Seems like a clever, but pretty simple idea, right? Nowadays Ring doorbells, along with other Ring products, are used by millions of customers, but about a decade ago they were just a few sketches scribbled by an inventor in his garage.

This is the Money Makers podcast, and I'm your host Ben Thompson. Today I'm going to tell you the story of that inventor—Jamie Siminoff—who went from tinkering in his garage to, eight years later, selling his company to Amazon for a billion dollars.

Siminoff got the idea for Ring when his wife complained that he couldn't hear the doorbell while he was working in the garage on his inventions. He took a risk and invested almost all of his savings to have 5,000 of the doorbells produced. But they didn't sell well, and he was going broke.

His first lucky break came when he landed a spot on Shark Tank, the hit show where entrepreneurs pitch their business ideas and rich investors decide whether to fund them. He spent weeks preparing for his appearance, and when the investors rejected his idea, he was devastated. But in the end, his preparation paid off. The publicity from the TV appearance gave the doorbell a million dollars in sales in one month. He later said that being on Shark Tank had allowed the company to survive.

Siminoff wanted more than survival though, and he worked hard to improve the doorbell and develop more products. He got another break when a Ring owner visited billionaire Richard Branson, who decided to invest in the company. Then Shaquille O'Neal—that famous seven-foot tall ex-basketball player—got one of the doorbells, loved it, and agreed to become a spokesperson.

Eventually, Amazon saw how successful the Ring products were and bought the company for a billion dollars. Siminoff got to go back on Shark Tank, this time as a judge. He has been asked a lot about his success, and he cites a number of factors: having a great product, not giving up, and being in the right place at the right time.

Thanks for listening. I'll be back next week with more stories about money makers.

READ THE SCRIPT AND UNDERLINE ANY NEW WORDS YOU DO NOT KNOW.

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AS HOMEWORK USE A DICTIONARY TO LOOK UP THE WORDS AND LEARN THEM.

Provide the Ss with the audio link of the Listening. Highlight the page number of the script. Familiarize them with the concept of shadowing if necessary. Assign them to perform shadowing to the conversation.

Homework



Listen to the Listening using the link.

Perform shadowing by practicing the rhythm, intonation, and pace of the speakers.