

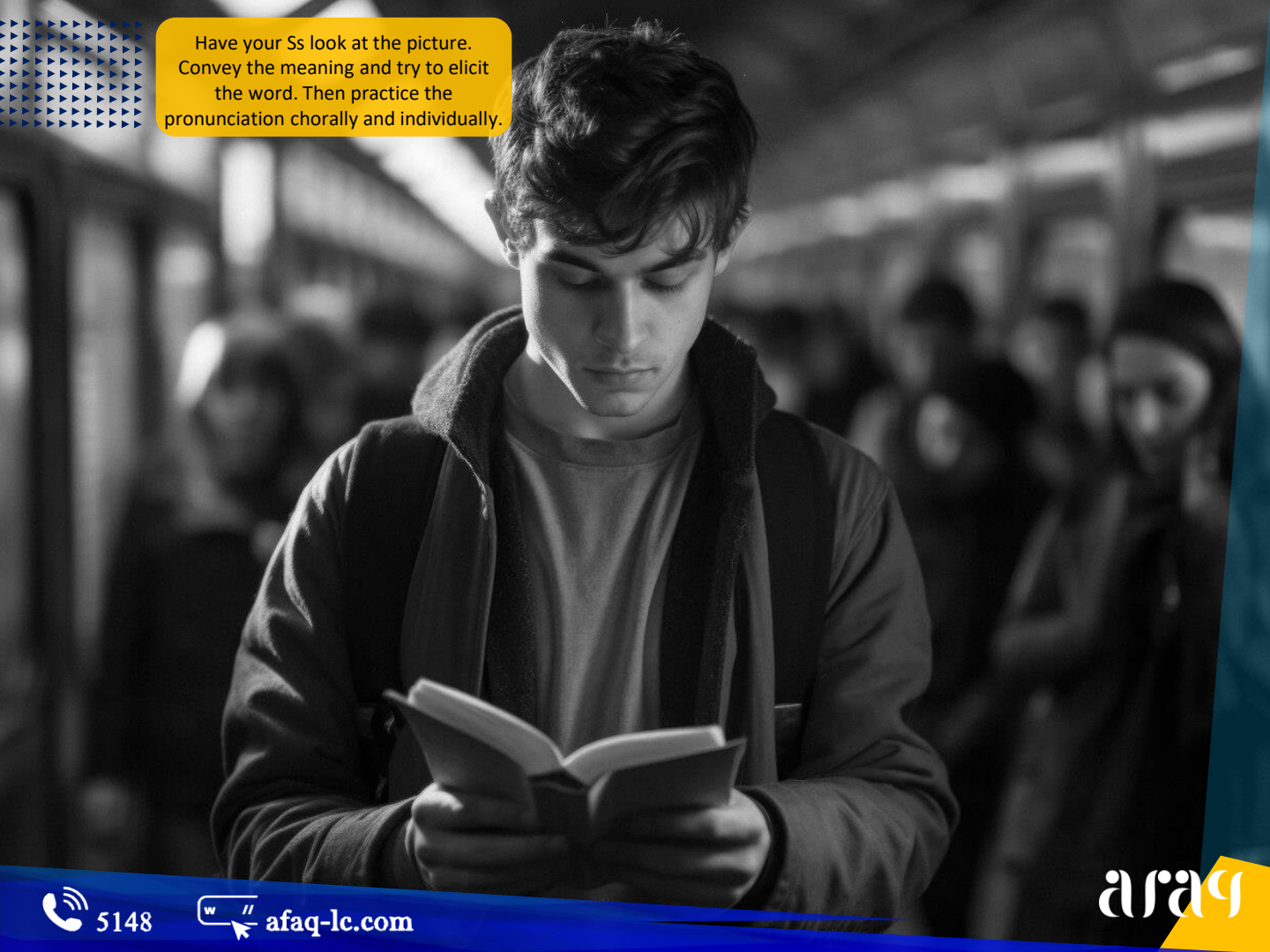
araq

StartUp 7

Video Talk

Unit5 – Lesson3

Page59


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.



SOPHOMORE


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.



DIESEL GENERATOR


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.



HYDROELECTRIC DAM

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.



ACCOMPLISHMENTS

Familiarize the students with the video talk. Play the video once to do the task.



WHO IS JESSICA O. MATTHEWS?

VIDEO SOURCE: STARTUP VIDEO/STARTUP 7 VIDEOS/UNIT5-LISTENING.MP4

B ▶05-16 Read the Note-taking Skill. Listen or watch again. Write down key questions and take notes in the chart.

NOTE-TAKING SKILL **Use Cornell Notes**

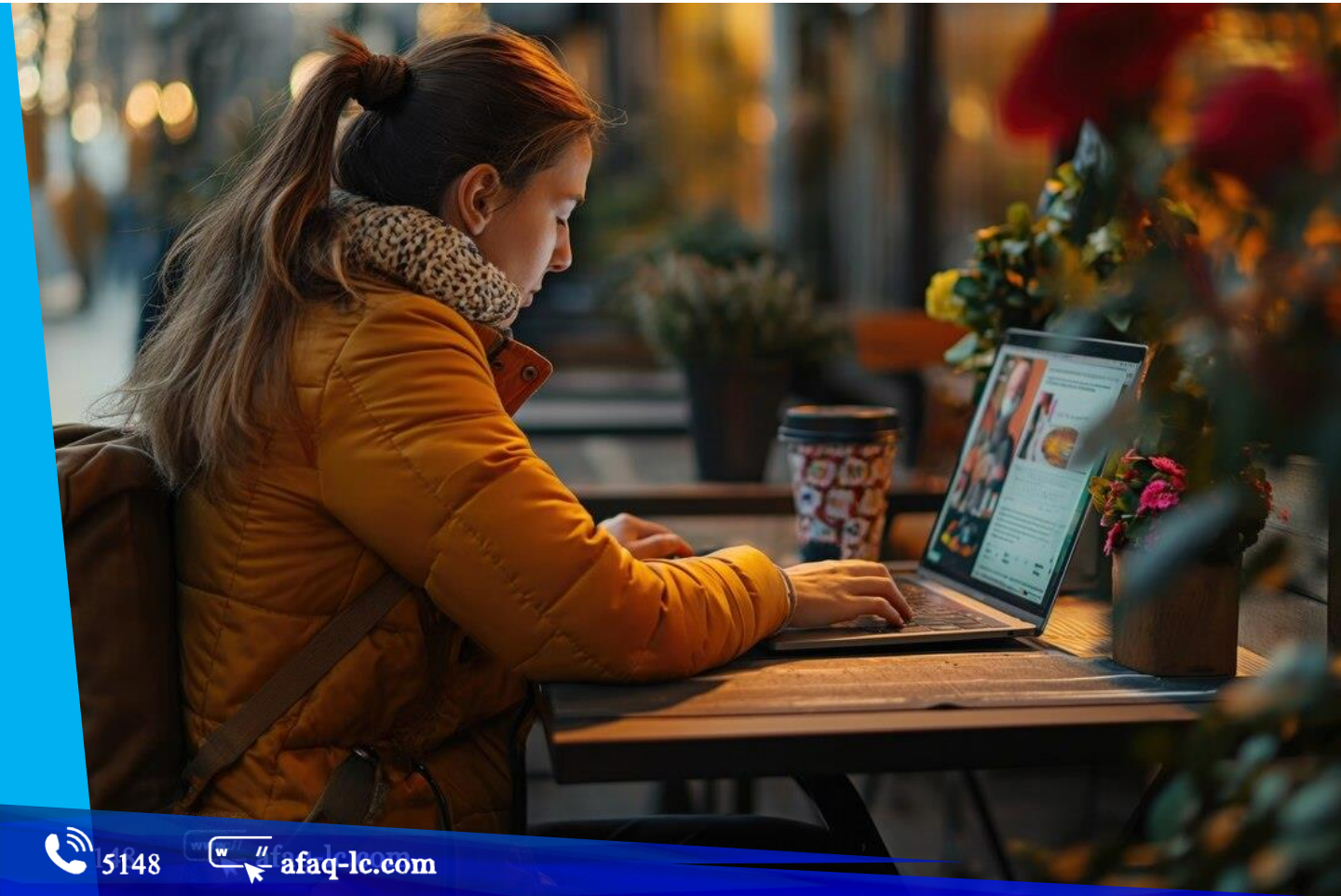
Use Cornell Notes to help you remember information from a lecture.

- Take notes on the right side of the page.
- After you listen, write questions or key words on the left side of the page to help you focus on the important information.
- Write a short summary of the most important ideas at the bottom of the page.

Key questions	Notes
What is the Sockket?	
Summary:	

Check the answers in class.

C What is Jessica O. Matthews's motto? What do you think it means?



Have the students answer the question in class.

D **PAIRS REACT** Why do you think Matthews has received so much recognition for her work?



Build on what others have said

Use phrases like these:

I'd also say… *In fact,…*

It's also true that… *Another…*

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



A THINK In what ways do Matthews's inventions and her company benefit others? Take notes in the chart.

How the products help others	
How the company helps others	

c.com

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

B DISCUSS In small groups, talk about your ideas. Use examples. Discuss the most important way that Matthews helps other people.



Jessica O. Matthews and Uncharted Power

When Jessica O. Matthews was a sophomore at Harvard University in the U.S., she traveled to Nigeria for an aunt's wedding. In the middle of the ceremony, the power went off and they brought in a diesel generator to keep the lights on. This was such a normal occurrence that the guests barely seemed to notice the noxious fumes from the generator. Matthews was thinking about this problem when she got back to her engineering class at Harvard and received an assignment to invent something to help people in developing countries. She and her three teammates came up with a brilliant invention: the Sockket, a soccer ball that captures and stores energy generated when it's played with. If the ball is played with for an hour, it can be plugged directly into an LED lamp which will stay lit for three hours. When it's fully charged, the lamp can stay on for 72 hours. Amazing!

But the Sockket was just the beginning. Since that time, Matthews has become a rising star in the world of tech startups.

After graduation, Matthews and one of her teammates, Julia Silverman, went on to found the company Uncharted Play. They expanded their lineup of kinetic-energy toys to jump ropes and skateboards. The company was successful, but Matthews says that she eventually realized that she wanted to address bigger problems. She changed the name of her company to Uncharted Power because, quote, "We're not a soccer ball company, we're a tech company." She is interested in not just designing products for people to use, but in addressing big infrastructure problems. Currently she's working on a hydroelectric dam project in Nigeria. Uncharted Power has received major funding from Disney, and has hired a team of experts to help with the expansion of her company. As a woman of color, which is rare among CEOs in the U.S., hiring employees from diverse backgrounds is important to her. Most U.S. tech companies are still predominantly white and male, but Uncharted Power's staff is 30 to 40 percent Black or Latino. She moved the company headquarters from downtown Manhattan to Harlem, a more diverse area of New York, because she believes it's important to be surrounded by people from a wide range of backgrounds and traditions. She maintains that being in a diverse neighborhood helps the employees of the company keep in mind how "huge the world is and also how very small."

Matthews' impressive list of accomplishments has earned her plenty of recognition. She has won numerous awards, including Fortune's Most Promising Women Entrepreneurs, Forbes 30 Under 30 list, Scientist of the Year by Harvard University, and Tech Crunch's Founder of the Year. But she does more than run a company that produces creative products. Her company also supports the teaching of math, science, and design to underrepresented communities, and Matthews inspires others with her remarkable story, and with her motto: "succeed not in spite of who you are, but because of who you are unapologetically."

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

Jessica O. Matthews and Uncharted Power

When Jessica O. Matthews was a sophomore at Harvard University in the U.S., she traveled to Nigeria for an aunt's wedding. In the middle of the ceremony, the power went off and they brought in a diesel generator to keep the lights on. This was such a normal occurrence that the guests barely seemed to notice the noxious fumes from the generator. Matthews was thinking about this problem when she got back to her engineering class at Harvard and received an assignment to invent something to help people in developing countries. She and her three teammates came up with a brilliant invention: the Sockket, a soccer ball that captures and stores energy generated when it's played with. If the ball is played with for an hour, it can be plugged directly into an LED lamp which will stay lit for three hours. When it's fully charged, the lamp can stay on for 72 hours. Amazing!

But the Sockket was just the beginning. Since that time, Matthews has become a rising star in the world of tech startups.

After graduation, Matthews and one of her teammates, Julia Silverman, went on to found the company Uncharted Play. They expanded their lineup of kinetic-energy toys to jump ropes and skateboards. The company was successful, but Matthews says that she eventually realized that she wanted to address bigger problems. She changed the name of her company to Uncharted Power because, quote, "We're not a soccer ball company, we're a tech company." She is interested in not just designing products for people to use, but in addressing big infrastructure problems. Currently she's working on a hydroelectric dam project in Nigeria. Uncharted Power has received major funding from Disney, and has hired a team of experts to help with the expansion of her company. As a woman of color, which is rare among CEOs in the U.S., hiring employees from diverse backgrounds is important to her. Most U.S. tech companies are still predominantly white and male, but Uncharted Power's staff is 30 to 40 percent Black or Latino. She moved the company headquarters from downtown Manhattan to Harlem, a more diverse area of New York, because she believes it's important to be surrounded by people from a wide range of backgrounds and traditions. She maintains that being in a diverse neighborhood helps the employees of the company keep in mind how "huge the world is and also how very small."

Matthews' impressive list of accomplishments has earned her plenty of recognition. She has won numerous awards, including Fortune's Most Promising Women Entrepreneurs, Forbes 30 Under 30 list, Scientist of the Year by Harvard University, and Tech Crunch's Founder of the Year. But she does more than run a company that produces creative products. Her company also supports the teaching of math, science, and design to underrepresented communities, and Matthews inspires others with her remarkable story, and with her motto: "succeed not in spite of who you are, but because of who you are unapologetically."

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

Homework

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.



Listen to the Listening using the link.

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