

StartUp 7

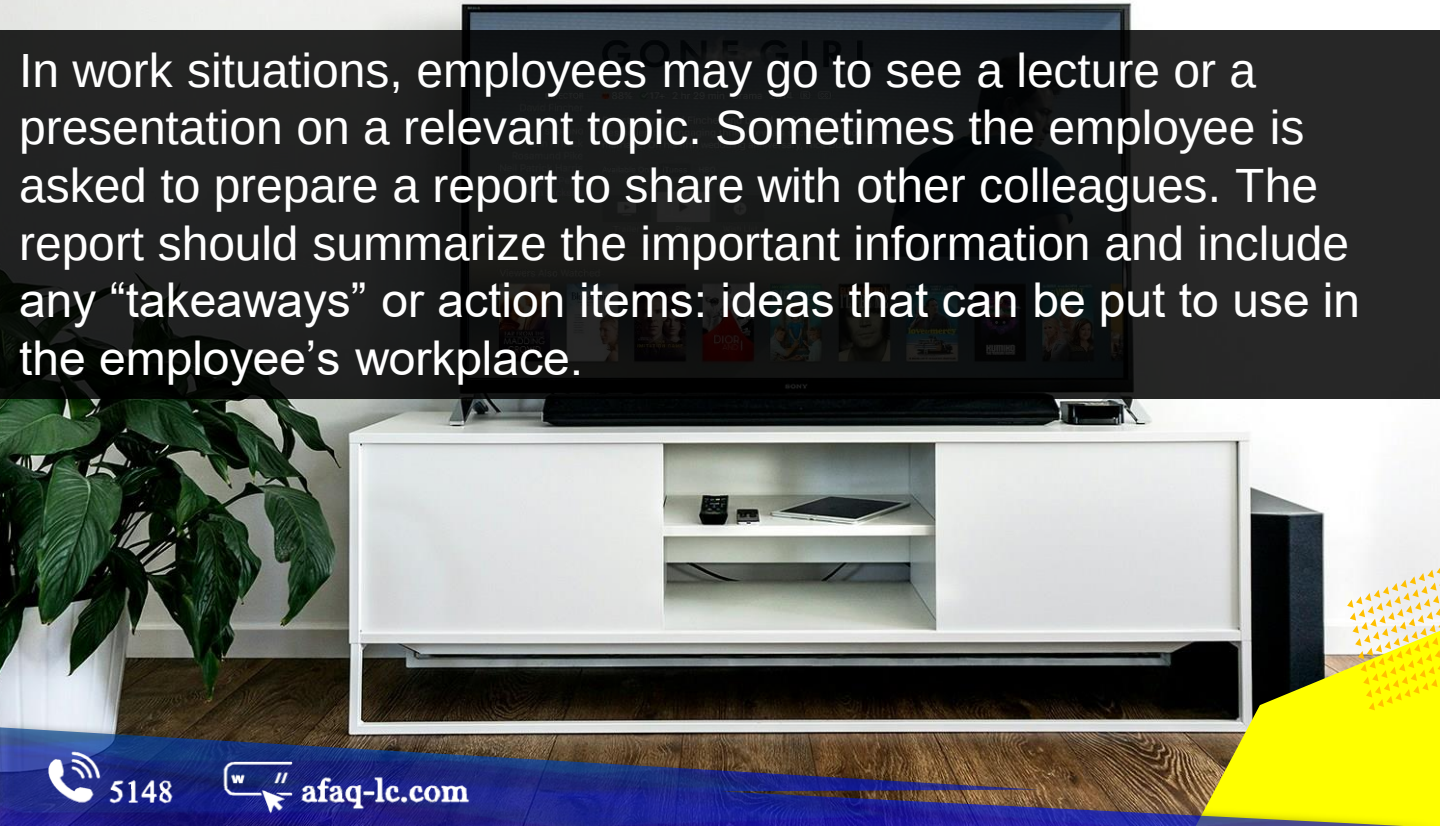
Writing

Unit10 – Lesson5

Page122

READ ABOUT REPORTS.

In work situations, employees may go to see a lecture or a presentation on a relevant topic. Sometimes the employee is asked to prepare a report to share with other colleagues. The report should summarize the important information and include any “takeaways” or action items: ideas that can be put to use in the employee’s workplace.



Have Ss skim the text again and do the task. Then check the answers in class.

READ THE REPORT. WHAT TAKEAWAYS DID KATE INCLUDE?

The Jessica O. Matthews Presentation – Summary Report

Overview

The presentation was about Jessica O. Matthews, the CEO of the company Uncharted Power. This company develops tech / energy products for areas with limited access to stable sources of electricity. The speaker discussed the company's founding, its mission and products, and the personal values Matthews brings to the company.

Summary

Matthews first got the idea for the company when she was a sophomore in college. After attending an aunt's wedding in Nigeria, where the power went out, she came up with the idea for a soccer ball that stores the energy that is generated when it is played with. After one hour of play, this soccer ball (called the Soccket) can light an LED lamp for three hours; it can light the lamp for three days when fully charged.

After college, Matthews went on to found the company Uncharted Play. She added other energy-generating toys to her product line. Then, because she wanted to focus on tech products and not just on toys, Matthews changed the company name to Uncharted Power. The company now designs infrastructure facilities, such as a hydroelectric dam in Nigeria.

The speaker also focused on the personal challenges Matthews faces as a CEO who is a woman of color. Because of her gender and ethnicity, Matthews believes in the importance of having a diverse workforce and working in a diverse community. Uncharted Power is a successful company and an inspiration to others. They have won several awards, and they give back to their community, for example, by supporting the teaching of science, math, and design to students who lack opportunity.

Takeaways

TSW Media seeks to be innovative and to represent many different communities, so we can learn a lot from Jessica O. Matthews. Here are some possible takeaways:

1. *We should think about the "unauthorized use" of objects.* Matthews created the Soccket by taking an ordinary item and using it in a different way than was originally intended. Similarly, we should always be looking at items around us and considering the multiple uses they might have.
2. *We can tap into the diversity of our workforce.* What talents, knowledge, or information might our employees bring to the table? Matthews got her idea by going to an aunt's wedding in Nigeria. Perhaps our employees have knowledge from their personal lives that can inform the company of an unfulfilled need.
3. *We should make sure to create a diverse team.* We can look at our hiring choices, as Matthews did. Which communities can be better represented through these choices?

Have Ss scan the text again and do the task. Then check the answers in class.

D Read the model again. Complete Kate's notes.

Key words	Notes
Jessica O. Matthews background	- when sophomore at Harvard, went to _____ in Nigeria - power went out; used diesel generator – noxious fumes - engineering class assignment: invent something to help people in developing countries —> invented _____ >>
The Soccket	- soccer ball that stores _____ generated when played with - after one hour of play, can light _____ for 3 hours! - when _____ , stays lit for 72 hours
Uncharted Play	- after college, founded company _____ - created kinetic energy toys: jump rope, skateboard
Uncharted Power	- changed name to Uncharted Power – to focus on _____ - address infrastructure problems –> _____ project in Nigeria - funding from Disney
Diversity	- other challenges: race, gender – rare as CEO - hiring people from _____ – 30-40% black or Latino - moved headquarters to Harlem – diverse neighborhood
What else?	- _____ won: *Fortune's* Most Promising Women, *Forbes* 30 under 30, Harvard, *Tech Crunch* - supports teaching math, science, design to students who _____ - inspires others

Teach the writing skill and have the Ss do the task in class.



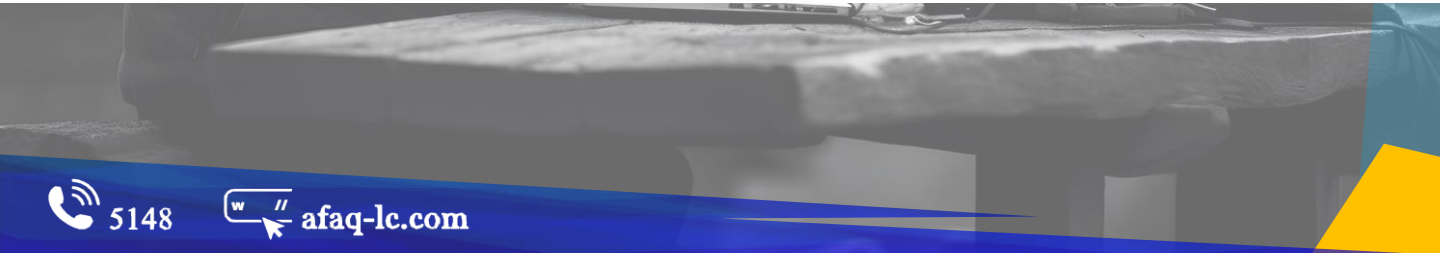
2 FOCUS ON WRITING

Read the Writing Skill. Then reread the notes in 1D and the model. Check (✓) the sentences that were included in the final report.

WRITING SKILL Omit unnecessary information

Reports and summaries need to be concise and free of unnecessary information. Ask yourself: *Does the reader need this information to make inferences or draw a conclusion about the topic?* If not, you can probably cut that information.

- ☐ 1. Jessica O. Matthews got her first idea when she was a sophomore in college.
- ☐ 2. The diesel generator in Nigeria created noxious fumes.
- ☐ 3. The Soccket is a soccer ball that stores the energy generated when it is used.
- ☐ 4. The workforce of Uncharted Power is 30–40% black or Latino.
- ☐ 5. Matthews won awards from *Forbes*, *Fortune*, Harvard, and *Tech Crunch*.
- ☐ 6. Uncharted Power supports teaching math, science, and design to students.



WRITING INPUT

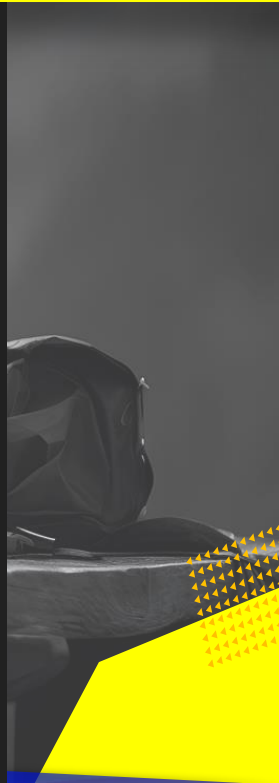
Imagine you watched a presentation about Solar for All, a company that provides affordable solar panels to low-income communities.

Presentation Details:

- **Presenter:** Maria Sanchez, CEO of *Solar for All*
- **Company Background:** Solar for All aims to make clean energy accessible to everyone, especially in areas where electricity is expensive or unreliable.
- **Key Product:** Affordable, durable solar panels that require minimal maintenance.
- **Mission:** To reduce energy costs and improve quality of life in low-income neighborhoods by providing renewable energy solutions.
- **Challenges:** High initial installation costs and the need for community support.
- **Successes:** Solar for All has already helped over 100,000 families lower their electricity bills.

Takeaways from the Presentation:

1. **Innovate for Accessibility:** Think about how products can be adapted to reach those who need them most.
2. **Create Lasting Impact:** Focus on long-term benefits, like cost savings and energy independence.
3. **Engage the Community:** Involve local communities to ensure support and lasting change.



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1. **Overview** - Briefly introduce the company and the speaker's purpose.

Using the information above, write an overview. Try to keep the section to 1-2 sentences.

Ask the Ss to personalize the model in the public chat.

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2. **Summary** - Summarize the main ideas and key details about the product, mission, challenges, and successes.

Using the information above, write a summary. Try to keep the section to 1-2 sentences.

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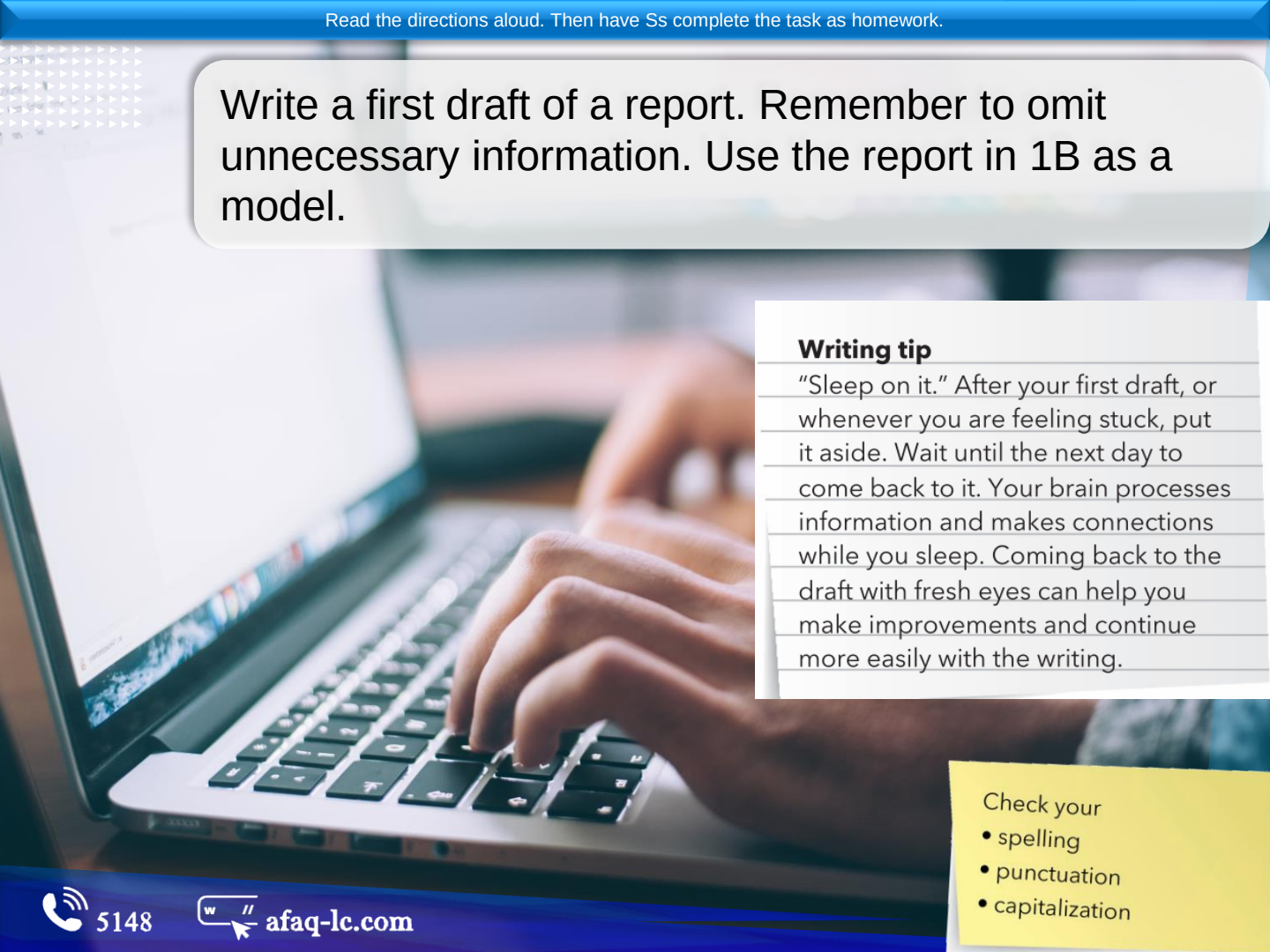
3. **Takeaways** - List one or two lessons or ideas inspired by the presentation.

Using the information above, write about the takeaways. Try to keep the section to 1-2 sentences.

Ask the Ss to personalize the model in the public chat.

Read the directions aloud. Then have Ss complete the task as homework.

Write a first draft of a report. Remember to omit unnecessary information. Use the report in 1B as a model.



Writing tip

"Sleep on it." After your first draft, or whenever you are feeling stuck, put it aside. Wait until the next day to come back to it. Your brain processes information and makes connections while you sleep. Coming back to the draft with fresh eyes can help you make improvements and continue more easily with the writing.

Check your
- spelling
- punctuation
- capitalization