

ING3: Speaking Mark 1

Demo

The Single Biggest Reason Start-ups Succeed

By Bill Gross

VOCABULARY:

What do you think the underlined words mean? Match them to their correct definitions below.

1. The salesman provided his potential customer with an incentive to buy the product.
 2. We had some misconceptions about the market and that's why the new product failed.
 3. When observing the behavior of music lovers, we suddenly had an 'aha moment' and then developed a brilliant idea for a website.
 4. They have high hopes for their new website, but I don't think it will become popular.
 5. We are looking for a definitive answer to the problem.
 6. After we were featured in the newspaper, our idea started to gain traction.
 7. I thought their idea was great, but it was passed on by many investors.
-
- a. a sudden insight or discovery
 - b. expect success
 - c. fixed, complete, or very reliable
 - d. get more support and interest in order to be successful
 - e. incorrect understanding of something
 - f. not considered
 - g. something that encourages and motivates you to do something

COMPREHENSION QUESTIONS:

1. How does the speaker feel about start-ups and their potential impact?
2. Why does he quote the boxer Mike Tyson in his talk?
3. What were the 5 factors he examined in his research?
4. What surprised him?
5. What didn't surprise him?
6. What 3 companies did he discuss as examples of "good-timing?"
7. What did he say was the best way to access if consumers will be ready and interested in your product/service?

DISCUSSION QUESTIONS:

1. Do you agree with the speaker?
2. Can you think of any other successful startups? Why do you think they were successful?
3. If you were create a startup, what sort of product/service would you offer?
4. Who do you think has the best idea for a startup in this class? Why?