

NESOE Spoken English Lesson – Student Worksheet

Subject: Business Startups and Common English Learner Mistakes

Theme: A Tech App Startup (Modern Global Context)

Section 1 – Reading Passage: Starting a Tech App Startup

Launching a tech app startup is a dream for many modern **entrepreneurs**, but success takes more than a good idea. To attract **investors**, founders need clear goals, strong leadership, and smart financial planning. A solid **business plan** defines your target audience and explains how your **revenue** will grow while controlling **expenses**. Many startups fail because they spend too much capital too quickly. Wise founders manage their **profit margin** carefully and perform ongoing **market research** to adapt to user feedback. Above all, you must **think outside the box** and stay flexible. The digital world changes fast, so those who can **hit the ground running** with innovation and persistence will survive. Remember, building a startup is not only about money; it's about passion, problem-solving, and learning from every challenge.

Section 2 – Dialogue: Two Founders, One Idea

Lena: I can't believe we're finally ready to launch our app!

Kai: Yeah, but remember, we still need to improve our **pitch** for the next **investor** meeting.

Lena: Right! I sometimes get nervous when explaining our **equity** offer. It's tricky.

Kai: Don't worry, we're **in the same boat**. Every new founder struggles at first.

Lena: True. I guess we're still **learning the ropes**.

Kai: Exactly. And if this plan doesn't work, we'll go **back to the drawing board** and improve it.

Lena: Good attitude! I'm glad we can **learn the ropes** together.

Kai: Same here. Let's stay focused and make our **startup** a success.

Section 3 – Vocabulary

entrepreneur, business plan, investor, revenue, expense, profit margin, market research, pitch, equity, startup, think outside the box, hit the ground running, learn the ropes, in the same boat, back to the drawing board

Section 4 – Common Grammar Mistakes and Corrections

• **Incorrect:** Our **entrepreneurs** has great ideas.

Correct: Our **entrepreneurs** have great ideas.

• **Incorrect:** Yesterday we **pitch** to an **investor**.

Correct: Yesterday we **pitched** to an **investor**.

• **Incorrect:** I saw a **best business plan**.

Correct: I saw the **best business plan**.

• **Incorrect:** The **revenue** are increasing fast.

Correct: The **revenue** is increasing fast.

• **Incorrect:** We need to **think out the box**.

Correct: We need to **think outside the box**.

• **Incorrect:** She invest too many **expenses** in marketing.

Correct: She invested too much **expense** in marketing.

• **Incorrect:** Our **pitch** more better now.

Correct: Our **pitch** is better now.

• **Incorrect:** He don't understand **equity** sharing.

Correct: He doesn't understand **equity** sharing.

• **Incorrect:** I am exciting for our **startup** launch.

Correct: I am excited for our **startup** launch.

• **Incorrect:** We did **market research** and found users they like it.

Correct: We did **market research** and found users like it.

Section 5 – Fill-in-the-Blank Practice

- A good _____ shows how your company will grow.
- Many _____ provide funding in exchange for ownership.
- You need to control your _____ to maintain a high _____.
- Our team is doing _____ to understand user needs.
- The CEO must _____ when the market changes.
- After a failure, it's time to go _____.
- She is a young _____ with a new idea.
- Let's _____ quickly so we can launch on time.
- We offered 20% _____ to our partner.
- Since this is our first project, we're still _____.

Section 6 – Conversation Prompts

- What kind of app would you create?
- How would you attract investors?
- What lessons can you learn from startup challenges?

Section 7 – Homework

Write about a business you would like to start. Provide details of how you would make it work and profitable. Include a few words of the vocabulary from the lesson.