

NESOE Spoken English Lesson – Teacher Version

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 (with Definitions)

entrepreneur	a person who starts a new business and takes risks to make it successful
business plan	a document describing a company's goals and how it will achieve them
investor	someone who gives money to a business expecting to make a profit
revenue	the total income generated by a business from its sales
expense	money that a business spends to operate
profit margin	the difference between total income and total costs
market research	studying customers and competitors before launching a product
pitch	a short presentation used to attract investors or customers
equity	ownership interest in a company or shares of stock
startup	a new company designed to develop a unique product or service
think outside the box	to use creative and innovative ideas
hit the ground running	to begin a project quickly and effectively
learn the ropes	to understand how something works
in the same boat	to be in the same difficult situation as others
back to the drawing board	to start over and plan again after a failure

Section 4 – Common Grammar Mistakes and Corrections

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

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

Rule: Subject-verb agreement — plural subjects require plural verbs.

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

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

Rule: Verb tense consistency — use past tense for completed actions.

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

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

Rule: Article use — 'the' is used with superlatives like 'best'.

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

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

Rule: Count/non-count nouns — 'revenue' is an uncountable noun, so use singular verb 'is'.

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

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

Rule: Idiom accuracy — use the full idiom form 'outside the box'.

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

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

Rule: Quantifiers — use 'much' with uncountable nouns like 'expense'.

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

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

Rule: Comparatives — do not combine 'more' with '-er' forms like 'better'.

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

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

Rule: Auxiliary verbs — use 'doesn't' with singular subjects (he/she/it).

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

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

Rule: Adjective form — 'excited' describes feelings, 'exciting' describes what causes them.

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

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

Rule: Sentence structure — avoid unnecessary pronouns that create run-ons.

Section 5 – Fill-in-the-Blank Practice (with Answers)

• A good _____ shows how your company will grow.

Answer: business plan

• Many _____ provide funding in exchange for ownership.

Answer: investors

• You need to control your _____ to maintain a high _____.

Answer: expenses / profit margin

• Our team is doing _____ to understand user needs.

Answer: market research

• The CEO must _____ when the market changes.

Answer: think outside the box

• After a failure, it's time to go _____.

Answer: back to the drawing board

• She is a young _____ with a new idea.

Answer: entrepreneur

• Let's _____ quickly so we can launch on time.

Answer: hit the ground running

• We offered 20% _____ to our partner.

Answer: equity

- Since this is our first project, we're still _____.

Answer: learning the ropes

Section 6 – Conversation Prompts

- What kind of tech app would you like to create?
- How could you attract investors?
- When is it good to go 'back to the drawing board'?

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.