

In The News 2-1: Summer Camp For Entrepreneurs



Part One

Work in a group of 3-4 students. Discuss the following warm-up questions / activities:

1. What does “entrepreneur” mean? Brainstorm words and ideas associated with "entrepreneur". Please discuss the association of the new words with your partner(s).

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2. Agree/Disagree - use the list of expressions to help you! Explain your answers.

Agreeing	Disagreeing
<ul style="list-style-type: none">• I (totally) agree.• Exactly! / Absolutely!• I couldn't agree more. / I agree with you/it completely. / I agree 100%.• (You know)That's (just/exactly) what I was	<ul style="list-style-type: none">• I (totally) disagree. / I really don't agree. / I don't think so.• No way! / Are you kidding? / Don't make me laugh! / Come off it! / You can't be serious!• I can't agree with you/it.• That's not how I see it.

<p>thinking. / That's how I see it too.</p> <ul style="list-style-type: none"> • That's a good point. / That's true. / That makes sense. • I couldn't have said it better myself. 	<ul style="list-style-type: none"> • Not necessarily. / Maybe, but don't you think... • That's not always true/the case. • That's quite true, but... • I'm not so sure about that. / I'm not so sure I agree with you/it. • You have a point, but... / You may be right, but...
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a. I would like to start my own business someday.

b. I have had ideas for new products and/or services.

c. Most people who start businesses fail.

d. I would like to invest in a new business someday.

e. Only young people have the time and the energy to start businesses.

3. A friend comes to you with a very good business idea. With a lot of hard work, the business could be successful and make you very rich. What would you do?

a. Agree and divide the business in half?

b. Agree, but demand to own more of the company because of your money and experience?

c. Wait to see how successful the business becomes in a few months, and then join?

- d. Pass on the idea because you really don't want to start a business.
- e. Steal the idea and bring the business to market before your friend.

Part Two

Reading (297)

Read the comprehension questions first, and highlight or underline any keywords that you think will help you find the answers. Then, read the article below and find the answers. **Remember, do not read the article in its entirety - simply scan the article for the answers.** Try to put the answers into your own words.

- a. What do participants in the summer camp receive?
- b. What is Highland allowed to do within six months?
- c. What do many first-time entrepreneurs have?
- d. What do many first-time entrepreneurs lack?
- e. Who are some of the participants in the summer camp this year?

Note: *Highlighted words are from the Academic Word List (Coxhead, 2000)*

There's a summer camp for **adults**, or undergraduate and graduate students at university. These students have an idea and want to start their own businesses. In other words, they're aspiring entrepreneurs. At the summer camp, they receive \$7,500, free office space, and **access** to a **team** of **professionals** who build businesses.

The camp is sponsored by Highland Capital **Partners**, and the company only accepts four **teams** for the ten-week program. 140 applications were **submitted** this year, though, giving an accurate view of the program's popularity. For the help given, Highland makes only one request: if the start up business raises money within 180 days after the program ends, it may co-invest up to 50%.

The program offers seminars each week from business leaders, and also has an extensive **contact** list. The instant credibility is equally important. It's hard enough to ask top executives for money, but a lot of first-time entrepreneurs don't have the **relevant** business experience. They only have ambition and a good idea. It **will** take a lot of time and money before the proposal becomes a working business. But working with Highland means a top-level background check. **Professional investors** have already examined the idea beforehand.

This summer, students from Harvard, Northwestern, and other top-level schools sent in applications. Among those chosen were a biotechnology start-up **focused** on diseases of the immune system; an online clothes retailer; a software company that alerts **media** companies to their videos on the Internet; and a sports-themed stuffed animal business.

Not all businesses are equal, though, and not everyone **will** succeed. Some of the **teams** didn't make it through the full ten weeks last year, **despite** noteworthy ideas. But Highland gives youthful, **energetic**, and bright entrepreneurs a chance to become the next big thing in the business world.

Part Three

Post-reading Discussion

1. If you were a young entrepreneur, would you like to be involved in such a program as described in the reading?
2. Why do you think Highland developed such a program?

