



Learn Business English with a Start-up Story

Do you like stories?

In this lesson, you're going to learn lots of interesting business vocabulary with a story!

I recommend reading the story at least twice. The first time you read, don't worry about new or unfamiliar words, just try to focus on the context and try to get a general understanding. The second time you read, you can focus on the vocabulary that I explain for you!

Now, have fun reading and learning!

The Launch: Alex's Journey

Part 1

Alex, a recent marketing graduate, had just started his first job at Innovatech, a growing tech start-up known for its cutting-edge products and dynamic workplace culture. Despite his enthusiasm and theoretical knowledge, Alex felt the pressure of proving himself in a real-world business environment.

One Monday morning, Alex was unexpectedly called into the office of Nina, the head of the marketing department. Nina presented Alex with an exciting yet daunting challenge: to lead a marketing campaign for the launch of a new product, with only a month to prepare. The product was a revolutionary piece of technology that could change the industry standard. Alex, feeling both exhilarated and anxious, knew this was his moment to shine but also feared the possibility of failure.

Part 2

Choosing to face the challenge head-on, Alex accepted the project. He spent the first week conducting thorough research on the target market and competitors. Realising the importance of innovation and creativity in his campaign, Alex decided to employ a new marketing strategy that focused on interactive online content to engage potential customers.

Collaborating closely with the product development team, Alex gained in-depth knowledge about the product's unique features and how it stood out from the competition. Equipped with this information, he came up with a compelling narrative for the campaign, emphasising how the product could enhance users' lives. As the launch date approached, Alex started feeling the pressure but remained focused on his goal, refining his strategy and preparing for the big reveal.





Part 3

The launch day arrived, and the campaign went live. To everyone's surprise, it received an unprecedented level of engagement and positive feedback from the target audience. The interactive content went viral, leading to significant media coverage and a substantial increase in pre-orders for the new product.

Alex's hard work had paid off, and the campaign was seen as a groundbreaking success in the tech industry. Nina commended Alex for his exceptional leadership and innovative approach, highlighting the campaign as a benchmark for future projects.

However, the real twist came when Alex was called into a surprise meeting. Expecting feedback, he was instead offered a promotion to lead a new division aimed at exploring innovative marketing strategies for future products.

Vocabulary Focus

Great, so a very happy ending to this story for Alex!

Now, let's go back and look at the story a second time, this time focusing on the key vocabulary.

The Launch: Alex's Journey

Part 1

Alex, a recent marketing graduate, had just started his first job at Innovatech, a growing tech start-up known for its cutting-edge products and dynamic workplace culture. Despite his enthusiasm and theoretical knowledge, Alex felt the pressure of proving himself in a real-world business environment.

1. cutting-edge: Very modern and with all the newest features or improvements.
 - In the story: Innovatech creates products with the latest and most advanced technology.
2. proving himself: Showing others that he is capable and talented.
 - In the story: Alex wants to show he can do a great job in a real business situation.





One Monday morning, Alex was unexpectedly called into the office of Nina, the head of the marketing department. Nina presented Alex with an exciting yet daunting challenge: to lead a marketing campaign for the launch of a new product, with only a month to prepare. The product was a revolutionary piece of technology that could change the industry standard. Alex, feeling both exhilarated and anxious, knew this was his moment to shine but also feared the possibility of failure.

3. daunting challenge: A task that seems difficult and a little frightening.

- In the story: Leading the marketing campaign for a new product with limited time is intimidating for Alex.

4. revolutionary: Something very new and different that can cause big changes.

- In the story: The new product is so innovative that it could change the way things are done in the industry.

5. exhilarated: Feeling very excited and enthusiastic.

- In the story: Alex feels very excited about the opportunity despite being a bit scared.

6. anxious: Feeling worried or nervous.

- In the story: Alex is worried about the possibility of not succeeding in his task.

Part 2

Choosing to face the challenge head-on, Alex accepted the project. He spent the first week conducting thorough research on the target market and competitors. Realising the importance of innovation and creativity in his campaign, Alex decided to employ a new marketing strategy that focused on interactive online content to engage potential customers.

7. face the challenge head-on: To deal with a difficult situation directly and with courage.

- In the story: Alex decides to take on the difficult task without avoiding it.

8. employ a new marketing strategy: To use a different and new approach in promoting the product.

- In the story: Alex decides to try a fresh and creative way to attract customers online.





Collaborating closely with the product development team, Alex gained in-depth knowledge about the product's unique features and how it stood out from the competition. Equipped with this information, he came up with a compelling narrative for the campaign, emphasising how the product could enhance users' lives.

As the launch date approached, Alex started feeling the pressure but remained focused on his goal, refining his strategy and preparing for the big reveal.

9. in-depth: Very detailed and thorough.

- In the story: Alex learns a lot about the product and how it's different from others.

10. stand out: to be very noticeable or much better than others.

- In the story: The product was so unique that it was easy to see how special it was.

11. compelling narrative: A story that grabs your attention because it's so interesting.

- In the story: Alex creates an engaging story for the campaign that shows why the product is valuable.

12. refining his strategy: Making his plan better and more effective.

- In the story: Alex improves his plan for the campaign as the launch date gets closer.

Part 3

The launch day arrived, and the campaign went live. To everyone's surprise, it received an unprecedented level of engagement and positive feedback from the target audience. The interactive content went viral, leading to significant media coverage and a substantial increase in pre-orders for the new product.

13. unprecedented: Never done or known before.

- In the story: The campaign gets a lot of attention and success like never before.

14. substantial: Large in amount or degree.

- In the story: There's a big increase in people wanting to buy the product before it's even available.





Alex's hard work had paid off, and the campaign was seen as a groundbreaking success in the tech industry. Nina commended Alex for his exceptional leadership and innovative approach, highlighting the campaign as a benchmark for future projects.

However, the real twist came when Alex was called into a surprise meeting. Expecting feedback, he was instead offered a promotion to lead a new division aimed at exploring innovative marketing strategies for future products.

15. groundbreaking success: Achieving success in a way that hasn't been done before.

- In the story: The campaign is so successful that it sets new standards for what can be achieved.

16. commended: Praised for doing something very well.

- In the story: Nina praises Alex for his excellent work and leadership on the campaign.

17. benchmark: A standard that other things can be compared to or measured against.

- In the story: The success of the campaign becomes a model for future projects at Innovatech.

18. twist: An unexpected change or development in a story.

- In the story: Instead of just feedback, Alex gets a surprising offer to lead a new division.

QUIZ!

Now it's time to review everything with a quiz, starting on the next page!

The first part of the quiz is multiple choice and focuses on comprehension - checking your understanding of the story.

The second part focuses on the key vocabulary - what do you remember?

The answers are given on the last page of this PDF.

ps. There are more questions here than in the video lesson!





QUIZ

1. What is the name of the head of the marketing department?
 - A) Nora
 - B) Nina
 - C) Jamie
2. What was Alex's task at Innovatech?
 - A) To design a new product
 - B) To lead a marketing campaign for a new product launch
 - C) To mentor new employees
3. How did Alex feel about being given the marketing campaign project?
 - A) Totally confident
 - B) Sad
 - C) Exhilarated and anxious
4. What strategy did Alex decide to employ for the marketing campaign?
 - A) Traditional billboards and print ads
 - B) Social media influencers
 - C) Interactive online content
5. What was the outcome of the marketing campaign?
 - A) It was a failure with little interest
 - B) It received unprecedented engagement and positive feedback
 - C) It was cancelled before launch
6. What significant event happened to Alex at the end of the story?
 - A) He was offered a promotion
 - B) He resigned from Innovatech
 - C) He went back to school
7. What did Alex's campaign use to attract the audience?
 - A) Print advertisements
 - B) Celebrity endorsements
 - C) Interactive online content

Now try the trickier fill-in the gaps questions on the next page!





8. Despite his enthusiasm, Alex felt the pressure of _____ himself in a real-world business environment.
9. Nina, the head of the marketing department, presented Alex with a _____ challenge: to lead a marketing campaign with only a month to prepare.
10. The product was described as _____, capable of changing the industry standard.
11. Alex decided to face the challenge _____-on, accepting the project without hesitation.
12. The product's unique features made it _____ from the competition.
13. As the launch date approached, Alex began _____ his strategy, ensuring everything was ready for the big reveal.
14. The campaign's success was _____, with the interactive content going viral and leading to a substantial increase in pre-orders.
15. Feeling both exhilarated and _____, Alex knew this was his moment to shine.

And, did you find it tricky?

Check your answers on the next page!





QUIZ ANSWERS

1. B
2. B
3. C
4. C
5. B
6. A
7. C
8. proving
9. daunting
10. revolutionary
11. head
12. stand out
13. refining
14. unprecedented
15. anxious

I hope you enjoyed this story and found the vocabulary explanations interesting and useful.

How did you do on the quiz? Did you get 15/15? Send me a mail and let me know!

What's next?

Visit my YouTube channel and learn even more business English vocabulary and skills with my other video lessons!

More Business English lessons

