

A great class about...

FEMALE ENTREPRENEURSHIP

Level

A2



A class created by the Alyx team with artificial intelligence.

INTRODUCTION



Welcome to our English course focused on "Female Entrepreneurship." In this course, you will learn essential vocabulary and phrasal verbs related to the inspiring world of female entrepreneurs. Women around the world are breaking barriers, creating innovative businesses, and driving economic growth. By learning English through this empowering theme, you will not only improve your language skills but also gain insight into the challenges and successes faced by female entrepreneurs.

Entrepreneurship requires creativity, resilience, and determination. Female entrepreneurs often juggle various roles and face unique challenges, making their success stories particularly inspiring. Through this course, you will explore different aspects of entrepreneurship, learn new vocabulary, and practice using phrasal verbs in context. Let's get started on this exciting journey!



VOCABULAIRE

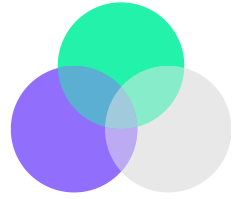


Here are some key vocabulary words that you will encounter in this course.

Vocabulary	Definition	Translation in Portuguese
Pitch	A presentation to attract investors	Apresentação
Resilience	The ability to recover from difficulties	Resiliência
Market research	The process of gathering information about consumers	Pesquisa de mercado
Scalability	The ability to grow and manage increased demand	Escalabilidade
Revenue	Income generated from business activities	Receita
Empowerment	The process of becoming stronger and more confident	Empoderamento
Equity	Ownership interest in a company	Capital próprio
Bootstrapping	Starting a business with minimal resources	Autofinanciamento
Crowdfunding	Raising small amounts of money from many people	Financiamento coletivo
Accelerator	A program that supports rapid business growth	Aceleradora



ACTIVITY 1: READING AND COMPREHENSION



Female entrepreneurship is on the rise globally, with more women starting businesses than ever before. These entrepreneurs are not only creating jobs but also driving innovation and economic growth. Many female entrepreneurs begin their journey with a small startup, often bootstrapping their business in the initial stages. They face numerous challenges, from securing funding to balancing work and family life. However, their resilience and determination often lead to remarkable success stories.

Networking plays a crucial role in their journey. By connecting with mentors and other entrepreneurs, they gain valuable insights and support. Market research helps them understand consumer needs and adapt their products or services accordingly. Many female entrepreneurs use crowdfunding platforms to raise capital, showcasing their business ideas through compelling pitches.



ACTIVITY 1: READING AND COMPREHENSION



Programs like incubators and accelerators provide additional support, offering resources and guidance to help businesses scale. The concept of empowerment is central to female entrepreneurship, as these women often inspire others in their communities to pursue their own business dreams. Despite the obstacles, female entrepreneurs are making significant strides and transforming the business landscape.

Comprehension Questions:

- 1.What are some challenges female entrepreneurs face?
- 2.How do networking and mentorship help female entrepreneurs?
- 3.What role does market research play in a business's success?
- 4.How do crowdfunding platforms assist female entrepreneurs?
- 5.What is the significance of incubators and accelerators for startups?



ACTIVITY 2: GRAMMAR EXERCISE



Phrasal verbs are phrases that combine a verb with a preposition or adverb (or both) to create a new meaning. In the context of entrepreneurship, here are some key phrasal verbs:

Phrasal Verb	Meaning	Example
Set up	Establish or start something	She set up her own company last year.
Take off	Become successful	Her business took off after the first year.
Look up to	Admire	She looks up to her mentor for guidance.
Carry on	Continue doing something	Despite challenges, she carried on working.
Get ahead	Make progress	Networking helped her get ahead in business.
Turn down	Reject	She turned down the first investment offer.
Work out	Plan or solve something	They worked out a new marketing strategy.
Back up	Support	Her family backed her up during tough times.
Put off	Postpone	They had to put off the product launch.
Bring in	Generate, especially money	The new campaign brought in a lot of revenue.



ACTIVITY 2: GRAMMAR EXERCISE



Phrasal verbs are phrases that combine a verb with a preposition or adverb (or both) to create a new meaning. In the context of entrepreneurship, here are some key phrasal verbs:

Phrasal Verb	Present Simple	Past Simple	Past Participle	Gerund/Continuous
Set up	Set up	Set up	Set up	Setting up
Take off	Takes off	Took off	Taken off	Taking off
Look up to	Looks up to	Looked up to	Looked up to	Looking up to
Carry on	Carries on	Carried on	Carried on	Carrying on
Get ahead	Gets ahead	Got ahead	Gotten ahead	Getting ahead
Turn down	Turns down	Turned down	Turned down	Turning down
Work out	Works out	Worked out	Worked out	Working out
Back up	Backs up	Backed up	Backed up	Backing up
Put off	Puts off	Put off	Put off	Putting off
Bring in	Brings in	Brought in	Brought in	Bringing in



ACTIVITY 2: GRAMMAR EXERCISE



Complete the sentences with the correct form of the phrasal verbs:

- She decided to _____ her own company last year. (set up)
- Despite many obstacles, she _____ working on her startup. (carry on)
- The product launch was _____ due to unforeseen issues. (put off)
- They _____ a new marketing strategy for their business. (work out)
- Her efforts eventually _____ and her business became successful. (take off)

Rewrite the sentences using the correct form of the phrasal verbs:

- Her mentor supported her during the early stages. (back up)
- She admired her mentor greatly. (look up to)
- The new campaign generated a lot of revenue. (bring in)
- She rejected the first investment offer. (turn down)
- Networking helped her make progress in business. (get ahead)



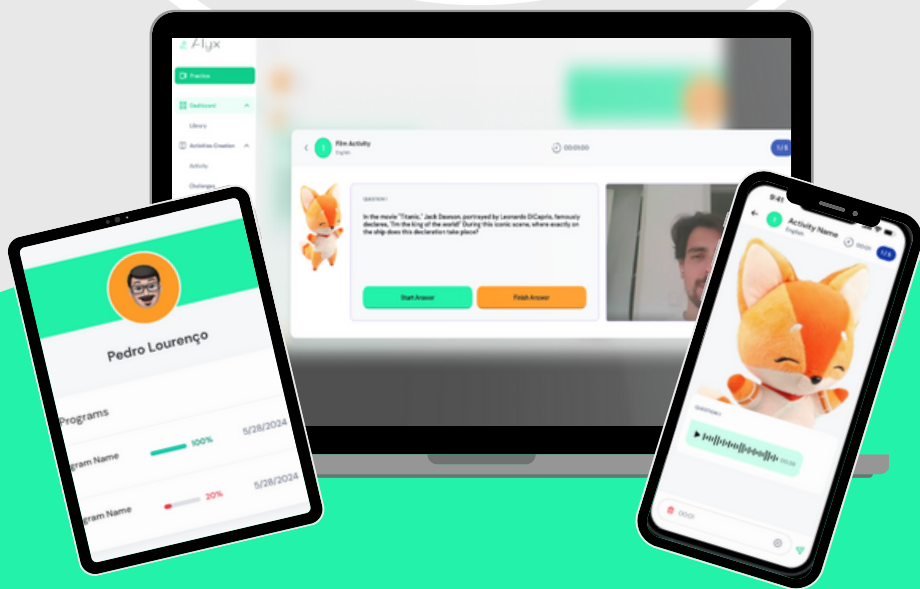
SKILLS TABLE



Activity Name	Skill Worked On
Introduction Text	Reading, Vocabulary Acquisition
Reading Comprehension	Reading, Critical Thinking
Grammatical Explanation	Grammar Understanding
Grammar Exercises	Grammar Application, Writing
Creative Project	Writing, Vocabulary Usage, Creativity
Skills Table Creation	Organizational Skills, Reflection



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