

Basic

Filling a Need

A Warm-up Question

Which micro-companies impress you both past and present?

B Today's Article

Scattered around the world are many thousands of “**micro**-manufacturers” of craft items such as jewellery and handbags, often offering high standards of design and quality. Most, however, have idea of how to sell their products in international markets. At the same time, retail outlets are **eager** to get their **hands on** products that look new and different – but find it difficult to discover them.

That's when Sandra Felsentein, a 27 – year old former industrial engineer, decided to start a business that would try to link these two groups. Her approach was to find a series of high-quality manufacturers in her **native** Argentina – a country with a good reputation for design, yet poor connections to the rest of the craft trade worldwide and link them with shops and distribution companies elsewhere.

Dinka, the four-person company she **founded** in Buenos Aires, began by organizing links with 30 Argentinian companies that agreed to let Dinka **promote** their goods in export markets. Under these deals, Dinka found buyers for their products and **handled** shipments and customs **formalities** in exchange for a proportion of sales revenues.

She laid foundations for establishing a network of retail outlets in other countries, arranging connections with retailers in Chile, Peru and Ecuador as a first step, while signing up a distributor in Austin, Texas, that she hoped would help them enter the potentially large US market. Ms. Felsenstein also “explored several opportunities” for finding retailers in Europe particularly in Spain, Italy, Germany and Switzerland – where she saw **sizeable** sales could be established for Argentinian-made goods.

Key Vocabulary and Expressions

Synonym Match: Match the words that have similar meanings.

Please note: There may be more than one answer.

Explain how the words are used in the article and make sentences using the new vocabulary.

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|----------------|----------------|
| 1. scattered | a. indigenous |
| 2. micro | b. paper work |
| 3. eager | c. established |
| 4. hands on | d. small |
| 5. native | e. control |
| 6. founded | f. dispersed |
| 7. promote | g. substantial |
| 8. handled | h. impatient |
| 9. formalities | i. encourage |
| 10. sizeable | j. buy |

D Discussion Questions

Share your thoughts on the following discussion questions.

1. Which women have been successful in business in Korea?
2. If you had to make a start-up what would your start-up be?
3. Where would you choose to locate your new business?
4. Which areas would be your strength and what areas would you need help in?
5. What kind of problems do you think you might run into?
6. Are small business supported by government?

E Wrap Up

Take notes on what you can recall from this topic.

Basic

Want Follow the 10-20-30 Rule For Killer Presentations

A Warm-up Question

Have you ever had to sit through a terrible PowerPoint presentation? How did you feel?

B Today's Article

You've probably endured plenty of terrible presentations in your time, but maybe you think that up in the higher **echelons** of Silicon Valley, **entrepreneurs** have really **nailed** the art of the **pitch**.

Nope. As early Apple employee-turned-investor Guy Kawasaki bluntly puts it, "Most of these pitches are crap." Even top-tier entrepreneurs pitching elite VCs can't seem to make an engaging set of slides.

You might conclude from this fact that creating a **compelling** presentation is incredibly hard, requiring **subtle** artistry and exceptional skill. Once again, nope. Kawasaki insists that all you have to do to not torture your audience with any persuasive presentation is follow his classic 10-20-30 rule.

10 Slides

"Ten is the optimal number of slides in a PowerPoint presentation, because a normal human being cannot comprehend more than 10 concepts in a meeting," Kawasaki insists. "If you must use more than 10 slides to explain your business, you probably don't have a business."

20 minutes

TED Talks are 20 minutes for a reason -- that's how long you can reasonably expect an audience to pay attention. Exceed this hard limit **at your peril**. Even if you have an hour to present, actually click through slides for 20 minutes, Kawasaki insists. Use the rest of the time for setting up your tech before and taking questions after.

30-point font

What's wrong with small fonts (besides the fact that you are presenting to humans, not eagles)? "The majority of the presentations that I see have text in a 10-point font. As much text as possible is jammed into the slide, and then the presenter reads it," Kawasaki reports.

The result is that the audience quickly **catches on** to what you are doing and simply reads ahead of you. This is boring and renders you **superfluous**. More important, though, it also reveals that you haven't learned your material by heart. Using bigger fonts will force you to use fewer words, and that will make you actually think through and memorize your key points, improving your presentation.

Will these three rules instantly turn your pitch to gold and win you millions in investment? Obviously not. No amount of presentation savvy is going to save you if your idea is terrible. But, on the other hand, even an excellent idea can easily die because of terrible presenting.

Keep to the 10-20-30 rule and you'll at least give yourself the best possible shot of winning over your audience.

Key Vocabulary and Expressions

Match the words that have similar meanings. Please note that there may be more than one correct answer. Explain how the words are used in the article and make sentences using the new vocabulary.

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|------------------|--|
| 1. echelon | a. To understand |
| 2. entrepreneur | b. A rehearsed presentation in support of something |
| 3. nail | c. Evoking interest, attention, or admiration in a powerfully irresistible way |
| 4. pitch | d. unnecessary, especially through being more than enough |
| 5. compelling | e. A level or rank in an organization, profession, or society |
| 6. subtle | f. To succeed at something in an impressive way |
| 7. at your peril | g. Making use of clever and indirect methods to achieve something |
| 8. catch on | h. A person who organizes and operates a business |
| 9. superfluous | i. At one's own risk |

D Discussion Questions

Share your thoughts on the following discussion questions.

1. Do you enjoy giving presentations? How often do you give presentations?
2. Can give you give an example of a good or bad presentation that you have given?
3. How skilled are you at using PowerPoint?
4. Do you think the 10-20-30 Rule would be useful for you in the future?
5. What are some other ways to ensure a good a presentation?

E Wrap Up

Take notes on what you can recall from this topic.