Mohamed Khider University of Biskra
Faculty of Economics, Commerce and Management Sciences
Department of Commercial Sciences
M1 Finance and International Commerce 2021/2022
Course of English Language

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Lesson 09: Being Entrepreneur

Before you start

1 What is an *entrepreneur*? Do you know any famous entrepreneurs? Would you like to be one? Why/Why not?

Reading

2 Read the article about an American entrepreneur. Find three things that make him special.

A young entrepreneur

Jayson Meyer was sixteen when he and his younger brother Matthew started their technology company. Jayson lives in Daytona Beach, Florida, in the USA. He looks like any typical university student, but Jayson doesn't go to university. He doesn't need to. He is already a successful businessman. Jayson is co-founder and CEO (Chief Executive Officer) of Meyer Technologies, Inc.

At high school, Jayson spent a lot of time working on computers for the school and local businesses. He didn't have time for school work, but he could fix almost any computer problem. So, when he was fifteen, Jayson left school and went into business full time. With his brother, he set up a shop at the local weekend market.

The business was successful and quickly went from making $4,000 in the first year to $100,000 per year. Soon, Meyer Technologies, Inc. expanded and was making over $500,000. The company builds special computers and creates software programs for its clients. Many small businesses in Florida can't afford in-house computer support. They rely on service companies like Meyer Technologies to maintain their computers, and the company has plenty of customers. In 2000, the sales grew to over $1 million. Not bad for a business whose CEO was not old enough to vote!

Currently, Jayson is helping to grow another company called WorkSmart MD, which makes special software for doctors' offices. Jayson now employs a number of technical staff and most of them are older than their boss. Jayson himself works 80 to 100 hours a week and often sleeps at the office. He doesn't have a lot of free time to do the things that most young people do, but he doesn't mind. He says, 'I'd rather be building an international business. I think about my business most of the time – it's in my blood.'

Vocabulary

3 Find the verbs (1–8) in the article. Match them with the word or phrase (a–h) that has a similar meaning.

1 fix	a repair
2 set up	b depend on
3 build	c make
4 create	d construct
5 afford	e start
6 rely on	f pay for
7 maintain	g give work to
8 employ	h look after

4 CEO is an abbreviation for Chief Executive Officer. Use the Glossary or a dictionary to find out what these abbreviations stand for.

1 MD 2 VP 3 Inc. 4 Ltd. 5 plc

Speaking

5 Work in pairs. Role play an interview with Jayson Meyer. When you finish, change roles.

Interviewer You are a journalist from a web magazine. Your job is to interview Jayson Meyer. Here are your notes for some questions to ask. Add two more questions.

1 Do you think you are a typical seventeen year old? Why?/Why not?
2 Why did you start Meyer Technologies?
3 Who are your clients?
4 How successful is Meyer Technologies?
5
6

Jayson You are Jayson Meyer. Answer the journalist's questions. Use the information in the article in Exercise 2.

6 Would you like to do what Jason Meyer does? Why/Why not?

Get real

Find out more information about other young people who are successful in business. Use the Internet or look in business magazines. Create a class display of 'teenage entrepreneurs.'