

Answer the questions:

1. What advice does the speaker give for entrepreneurs, particularly those starting a company?
2. According to the speaker, why is it crucial for entrepreneurs to work super-hard when starting a company?
3. How does the speaker emphasize the importance of having a great product or service when entering a competitive market?
4. What does the speaker suggest is the key to the success of a company?
5. What does the speaker mean by "focus on signal over noise," and how does it apply to company strategies?
6. Why does the speaker encourage taking risks, especially at a younger age?
7. Can you summarize the speaker's main points about entrepreneurship and starting a company?

Match the idioms with their definitions:

Put all your eggs in one basket	f. Start something quickly and energetically
Bite the bullet	i. Take shortcuts or make compromises
Break the ice	h. Focus on the essential details or practical aspects
Think outside the box	a. Work hard and diligently
Hit the ground running	e. Think creatively or unconventionally
Make ends meet	b. Invest all of one's resources or efforts into a single venture
Get down to brass tacks	d. Initiate a conversation or activity
Cutting corners	c. Bravely face a difficult situation or decision
Keep your nose to the grindstone	g. Manage financially

Put an appropriate idiom into a sentence:

1. Despite the risks involved, the entrepreneur decided to and invest her life savings into her new startup.
2. Networking events are a great opportunity to..... and connect with potential investors or partners.
3. After securing funding, the new company was ready to with their innovative product launch.
4. In order to meet their budget constraints, the company resorted toin their manufacturing process, compromising product quality.
5. When brainstorming ideas for the new marketing campaign, the team was encouraged to and come up with unconventional strategies.
6. Starting a business can be challenging, but with careful budgeting, they were able to until they became profitable.

7. During the negotiation, the parties needed to and focus on the key terms of the agreement.

8. Despite setbacks, the entrepreneur remained determined toand work tirelessly towards their goals.

What are the steps to start a business?

Read the article about start ups in Ukraine: <https://itcluster.lviv.ua/itid/30-brightest-ukrainian-startups/>

1. What are some challenges faced by Ukrainian startups, as mentioned in the article?
2. How does the article describe the growth and development of the Ukrainian tech industry over the past 30 years?
3. Can you name three Ukrainian startups highlighted in the article that have achieved significant success in their respective fields?
4. What factors contribute to the success of Grammarly, according to the article?
5. How does the article describe the journey of Ukrainian startups from initial idea generation to becoming sustainable businesses?

Choose one Ukrainian startup mentioned in the article and conduct further research on its background, founders, products/services, growth trajectory, and market impact.

Write a detailed analysis of the chosen startup, focusing on its innovative features, challenges faced, strategies for success, and future prospects.