

New Business Pitch and Investment Discussion

Role-Play Dialogue (Approximately 10 minutes)

Characters:

- **Emma** (Entrepreneur)
- **Mr. Johnson** (Investor)
- **Sophia** (Business Consultant)

Emma: Good morning, Mr. Johnson. Thank you for taking the time to meet with us today. We're here to present our new business idea that we believe has significant market potential.

Mr. Johnson: Good morning, Emma. I appreciate your enthusiasm. Before we begin, can you briefly outline your business concept?

Emma: Certainly. We have developed a sustainable packaging solution that reduces plastic waste. If we successfully introduce this product to the market, then we could significantly decrease environmental damage and attract eco-conscious consumers.

Sophia: Additionally, our market analysis shows a growing demand for eco-friendly packaging. If we secure the right investors, then we can scale production and reach a global audience within three years.

Mr. Johnson: That sounds promising, but what differentiates your product from competitors?

Emma: Our product is not only biodegradable but also cost-effective. If businesses switch to our packaging, then they could save up to 20% on materials while improving their sustainability profile.

Mr. Johnson: That's compelling. However, investment comes with risks. How do you plan to mitigate potential financial challenges?

Sophia: We have already secured initial funding and strategic partnerships with suppliers. If we manage costs effectively and expand our distribution channels, then we could break even within 18 months.

Mr. Johnson: Interesting. What kind of investment are you seeking, and what return can investors expect?

Emma: We are looking for an initial investment of \$1 million. If we meet our projected growth targets, then investors could see a 30% return within five years.

Mr. Johnson: That's a bold projection. I'll need to review your financial plan before making a decision. If everything checks out, then we might be interested in moving forward.

Emma: Thank you, Mr. Johnson. We appreciate your time and consideration.

Comprehension Questions & Sample Answers (Approximately 5 minutes)

1. What is the main idea of Emma's business pitch?

- *Emma is presenting a sustainable packaging solution that reduces plastic waste and is cost-effective.*

2. What are the key benefits of the product?

- *The packaging is biodegradable, cost-effective, and helps companies save up to 20% on materials while enhancing sustainability.*

3. What investment amount is Emma seeking, and what is the expected return?

- *Emma is seeking \$1 million in investment, with an expected return of 30% within five years.*

4. What are the risks and how does the team plan to address them?

- *Financial risks exist, but they plan to mitigate them through cost management, supplier partnerships, and expanding distribution channels.*
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Teacher's Lesson Points

Pre-Class Preparation:

- Review the dialogue, key vocabulary (business pitch, investment, secure, differentiate, mitigate, projected growth, financial plan).
- Be prepared to explain modal verbs and conditionals (e.g., "If we present a solid pitch, then we could secure investment").

Introduction (2–3 minutes):

- Start with a warm-up discussion: *"What factors make a business pitch successful?"*
- Introduce lesson objectives: *"Today, we will practice discussing investment opportunities using business English."*

Reading & Analysis (10 minutes):

- Have the student read the dialogue aloud.
- Focus on pronunciation, intonation, and natural delivery.
- Highlight conditionals and modal verbs used in business discussions.

Comprehension Check (5 minutes):

- Ask the comprehension questions.
- Provide constructive feedback on vocabulary and grammar usage.

Role-Play Practice (Remaining Time):

- Assign roles (Investor, Entrepreneur, Consultant) and have the student participate in a mock pitch.

- Encourage the use of key business phrases and conditionals.

Wrap-Up (2–3 minutes):

- Summarize key vocabulary and grammar points.
- Assign a homework task: *"Prepare a one-minute business pitch using modal verbs and conditionals."*