

Innovation Funding and Venture Capital Discussion

1. Role-Play Dialogue Text (Approximately 10 minutes)

Participants:

- **Emma** (Entrepreneur, CEO of a tech startup)
- **David** (Venture Capitalist, Investor)

Emma: Thank you for meeting with me today, David. As you know, our company specializes in AI-driven cybersecurity solutions, and we are looking to scale our operations.

David: I appreciate the opportunity, Emma. Before we discuss funding, I'd like to understand your market positioning. How do you differentiate from competitors?

Emma: Our technology provides real-time threat detection with a predictive AI model. If we secure venture capital, then we could accelerate our innovation and expand internationally.

David: That's an interesting proposition. However, investors need to see clear growth potential. Have you validated demand in international markets?

Emma: Yes, we've conducted pilot tests in Europe and Asia, and the feedback has been promising. We estimate a 50% revenue increase within two years with the right funding.

David: That's encouraging. How much capital are you seeking, and what will be the primary allocation of these funds?

Emma: We are looking for an investment of \$5 million. The majority will be allocated to R&D, talent acquisition, and market expansion.

David: I see. If we were to invest, then we would expect a strategic plan with clear milestones. Have you prepared a roadmap for execution?

Emma: Absolutely. We have detailed projections, KPIs, and a strategy to scale. If we align on expectations, then we could form a strong partnership.

David: This sounds promising. Let's discuss the terms further and explore potential synergies.

2. Comprehension Questions and Sample Answers (Approximately 5 minutes)

Q1: What is Emma's business focus?

Sample Answer: Emma's company specializes in AI-driven cybersecurity solutions, aiming to scale internationally.

Q2: What key factor does David emphasize before discussing funding?

Sample Answer: David emphasizes the need for clear market positioning and growth potential.

Q3: How does Emma justify the funding request?

Sample Answer: Emma justifies the request by highlighting successful pilot tests in Europe and Asia and projecting a 50% revenue increase.

Q4: What is the primary use of the requested funds?

Sample Answer: The investment will be allocated to R&D, talent acquisition, and market expansion.

3. Teacher's Lesson Points (Concise Version)

Pre-Class Preparation:

- Review the dialogue, key vocabulary (innovation funding, venture capital, accelerate), and grammar points (modal verbs and conditionals).
- Be prepared to elaborate on business terms if needed.

Introduction (2–3 minutes):

- Warm-up discussion: “What factors do investors consider before funding a startup?”
- Introduce the lesson objectives: understanding investment discussions and business negotiations.

Reading & Analysis (10 minutes):

- Student reads the dialogue aloud.
- Emphasize pronunciation, intonation, and natural flow.
- Highlight modal verbs (e.g., ‘could’, ‘would’) and conditionals (e.g., ‘If we secure venture capital, then we could...’).

Comprehension Check (5 minutes):

- Ask the comprehension questions.
- Provide immediate feedback and encourage discussion.

Role-Play Practice (Remaining Time):

- Assign roles (Entrepreneur/Investor) and conduct a role-play.
- Encourage the student to use key vocabulary and conditional structures.

Wrap-Up (2–3 minutes):

- Summarize key takeaways.
- Assign a short homework task: “Write a funding pitch using at least three modal verbs and two conditional sentences.”