

Internet Entrepreneurs

Pre-Reading

A. Warm-Up Questions

1. Do you know who these men are? Do you know what Internet companies they start?
 - Mark Zuckerberg
 - Larry Page and Sergey Brin
 - Chad Hurley, Steve Chen, and Jawed Karim
2. What are some of your favorite websites to go to on the Internet? Why do you like them?
3. Do you have your own website?
4. Do you use a social networking site like Facebook or Twitter?
5. What search engine do you use when you go online?



B. Vocabulary Preview

Match up as many words and meanings as you can.
Check this exercise again after seeing the words in context on page 2.

- | | |
|---------------------|--------------------------------------|
| ___ 1. turn down | a) to produce |
| ___ 2. founder | b) someone who has started a company |
| ___ 3. exchange | c) to quit or leave |
| ___ 4. generate | d) to follow or chase |
| ___ 5. stand behind | e) to reject |
| ___ 6. drop out | f) to support |
| ___ 7. pursue | g) to share or trade |

Reading

FACEBOOK

A Billion-Dollar Idea

1. What would you do if you had one million dollars? Would you buy a house? Would you travel around the world? What if you had even more money? What would you do with one billion dollars? One billion dollars is a million dollars a thousand times! That's a lot of money. Would you ever **turn down** a billion dollars? Mark Zuckerberg did.
2. Mark Zuckerberg is the **founder** and CEO of Facebook, the immensely popular social networking website that started in the United States. Zuckerberg was a college student at Harvard University in Cambridge, Massachusetts, when he founded the website in 2004. The now world-famous website was started from his dorm room. When Zuckerberg started the site, its membership was restricted to Harvard students. Its popularity increased and soon other schools in the northeastern United States were included. Now, over a billion users from around the world visit the site daily, including students, teachers, business owners, and even grandparents.
3. Facebook is one of the top ten most widely visited sites on the Internet. Every day, people and business owners all over the world use Facebook to communicate with friends, colleagues, and clients. They **exchange** information and share updates and pictures. They also do business on the site and use it for marketing. Users don't have to pay any money to create their profiles. All revenue is **generated** via advertising.
4. By the age of 23, Zuckerberg had already become CEO of his own company. Over the years, many companies showed interest in purchasing Facebook. Just a few years after Mark started the company, he was approached by Terry Semel, who was the CEO of Yahoo. Semel offered Zuckerberg one billion dollars to sell Facebook to Yahoo. Over the years, Zuckerberg said no to Yahoo and many other companies. Zuckerberg **stood behind** his original intentions. He knew the value of the company could decrease; however, he claimed he wanted to build something amazing.
5. Facebook became so big that it had to go public, and, in the spring of 2012, it became a publicly traded company worth billions of dollars. Zuckerberg continues to run the company from the heart of Silicon Valley, where he moved after **dropping out** of Harvard University to **pursue** his dream of building a spectacular company. In 2015, while announcing the birth of their daughter Max, Zuckerberg and his wife announced that they would donate 99% of their personal Facebook shares to good causes.

Vocabulary Practice 1

A. Matching

Match the word or phrase in the left column with the word or number that best describes it in the right column.

- | | | |
|-------|----------------------------|------------------|
| _____ | 1. million | a) CEO |
| _____ | 2. billion | b) 1,000,000 |
| _____ | 3. chief executive officer | c) 1,000,000,000 |

B. Questions

Answer these questions based on what you read in the main reading.

1. If you generate a lot of revenue, what do you have a lot of?

2. If something is immensely popular, how popular is it?

3. Is the original the first thing, the last thing, or something in the middle?

4. If you have a stake in something, what do you have?

5. What type of education did Zuckerberg have?

Pair Work (Partner A)

A. Reading

Read the short article below, but do not show it to your partner. Your partner will ask you questions about your article.

The Fast Rise of YouTube

In February of 2005, three former colleagues from PayPal started a website called YouTube. Chad Hurley, Steve Chen, and Jawed Karim started their company in a garage! All three graduated from college. Chad studied at a university in Pennsylvania, and Steve and Jawed studied computer science together at a university in Illinois. YouTube quickly became one of the most popular websites in the world. Because of its soaring popularity, the three men were able to move to a small building in San Mateo and later to a bigger building in San Bruno, California. To this day, Internet users can use YouTube for free. YouTube gains its revenue only through companies who pay to advertise on the website, which reaches millions of viewers. After only one year and eight months, in November of 2006, the three owners announced they were selling YouTube to Google for a reported 1.65 billion dollars worth of Google stock.

B. Sharing Information

Work with your partner. Ask the questions below about your partner's reading. Write the answers in your notebook.

1. Who started the company?
2. What company was founded?
3. What education did the founders have?
4. When was the company founded?
5. How does the company generate revenue?

Pair Work (Partner B)

A. Reading

Read the short article below, but do not show it to your partner. Your partner will ask you questions about your article.

University Research Project to Multibillion-Dollar Baby

Google was started by two graduate students at Stanford University in 1997. Larry Page and Sergey Brin were studying for their PhD degrees when they started on the project that turned into Google! Page and Brin believed that the pages with the most links from other important sites on the Internet were likely to be the most relevant to the person conducting the search. At first, the men conducted their studies on campus, but eventually they moved off campus and officially incorporated their company from a friend's garage in Menlo Park, California. Today, billions of users visit Google throughout their daily lives to search the Internet. People are drawn to this search engine because of its simple and easy-to-use design and the fact that the site is free. Google makes its money through advertising. Google sells advertising by the popularity of a keyword, not just banner ads that are so popular on other websites such as Facebook and YouTube. Larry and Sergey never finished graduate school, but they are now two of the richest men in the world.

B. Sharing Information

Work with your partner. Ask the questions below about your partner's reading. Write the answers in your notebook.

1. Who started the company?
2. What company was founded?
3. What education did the founders have?
4. When was the company founded?
5. How does the company generate revenue?

Vocabulary Practice 2

Fill in the blanks with the best vocabulary word from the word list.

1. A _____ is a Doctor of Philosophy degree that some people pursue after graduating with a bachelor's or master's degree.
2. People like to search the Internet to find interesting _____ to the subject they are studying.
3. The three owners of YouTube worked together before they started the company; they were _____ at PayPal.
4. Ads that stretch across a webpage are _____ ads.
5. Internet companies are an important part of the _____ industry.
6. For websites that don't have any _____, the site _____ revenue through advertising.
7. People are _____ to websites that are free and easy to use.
8. Google gained its popularity because it linked users to the most _____ sites.
9. Facebook founder Mark Zuckerberg is a _____ student at Harvard University. Now he is in Silicon Valley, where his _____ company has become a vital part of Silicon Valley and the technology _____.
10. Many Internet entrepreneurs _____ business in dorm rooms, garages, and small buildings before becoming _____.

Word List:

- PhD
- technology
- banner
- gains
- relevant
- links
- colleagues
- charges
- drawn
- start-up
- former
- conducted
- industry
- incorporated

Group Work

A. Start a Website

Work with three classmates.

Work together to develop your own Internet company.

1. What is the name of your website?
2. What service do you provide to Internet users?
3. Why did you choose to start this type of company?
4. Is your website free to users?
If yes, how do you plan to stay in business?
If no, how much do your services cost?
5. How is your site different from other websites?
6. What is the design of your website? Draw a logo.
7. Who are the main users of your website?
What is their age? What is their gender?
8. Do you want a bigger company to buy your company? If yes, what is your selling price and who do you want to buy your company? If no, why not?

B. Survey

Talk to ten of your classmates or other students at the school.

Find out what websites they use. Collect your data and create a chart or graph that shows the most popular websites.

Sample Questions

1. Do you use Google?
2. What other search engines do you use?
3. What is your favorite search engine and why?
4. How often do you use YouTube?
5. Have you ever uploaded your own video clip to YouTube?
6. What other video websites do you like?
7. What is your favorite video website and why?
8. Do you have a profile on Facebook?
9. What other social networking websites do you visit?
10. What is your favorite social networking website and why?

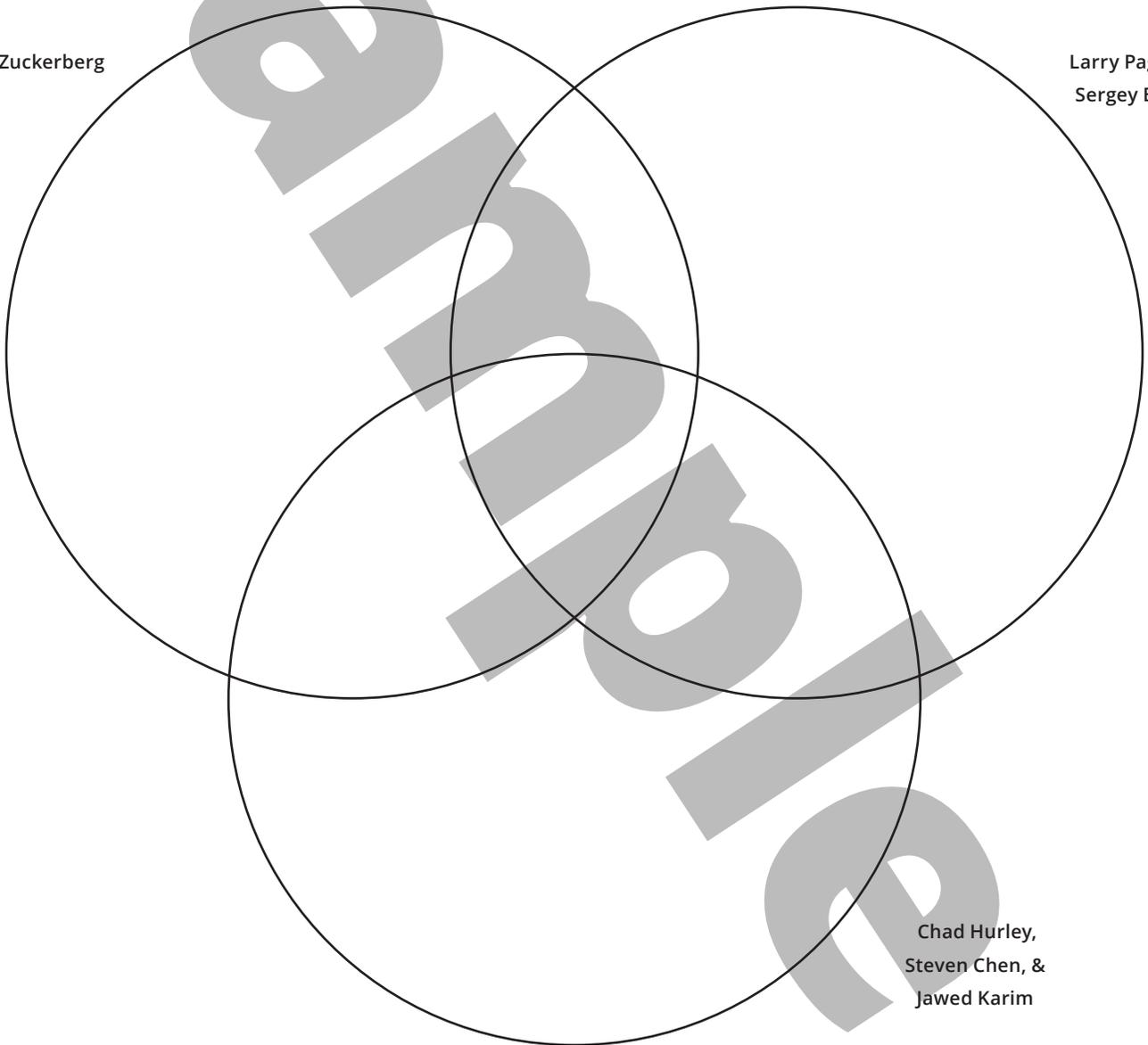
Group Work cont.

C. Discussion

Complete the Venn diagram below based on the three Internet articles you read in this unit. Discuss what characteristics were unique to one entrepreneur, what characteristics were shared by two, and what characteristics were shared by all three. Present your findings to the class.

Mark Zuckerberg

Larry Page &
Sergey Brin



Answer Key

LESSON DESCRIPTION:

In this lesson, students read the history behind three famous tech companies (Facebook, Google, and YouTube). They compare and contrast Internet entrepreneurs and work in small groups to invent their own Internet companies.

LEVEL: Adv

TIME: 1.5–2 hours

TAGS: discussion, Internet, entrepreneurs, Facebook, Google, YouTube, Mark Zuckerberg, Sergey Brin, Larry Page, business, business English

Pre-Reading

A. WARM-UP QUESTIONS

Answers will vary.

B. VOCABULARY PREVIEW

- | | | | |
|------|------|------|------|
| 1. e | 3. g | 5. f | 7. d |
| 2. b | 4. a | 6. c | |

Vocabulary Practice 1

A. MATCHING

- | | | |
|------|------|------|
| 1. b | 2. c | 3. a |
|------|------|------|

B. QUESTIONS

- money
- very popular
- the first thing
- You have/own part of the company.
- high school and some post-secondary
(He dropped out of university.)

Pair Work

B. SHARING INFORMATION

Partner A

- Larry Page and Sergey Brin started the company.
- The company founded was Google.
- The founders were graduate students from Stanford University.

- The company started in 1997.
- Google gains revenue from advertising (through keywords).

Partner B

- Chad Hurley, Steve Chen, and Jawed Karim started the company.
- The company founded was YouTube.
- All three founders graduated from college.
- The company started in 2005.
- YouTube makes its money from advertising.

Writing

Individual answers.

Vocabulary Practice 2

- | | |
|---------------|-------------------------------|
| 1. PhD | 6. charges, gains |
| 2. links | 7. drawn |
| 3. colleagues | 8. relevant |
| 4. banner | 9. former, start-up, industry |
| 5. technology | 10. conducted, incorporated |

Group Work

Answers will vary.

SPELLING NOTE:

This lesson shows the American spelling of the word *Favorite*. Most other English-speaking countries spell it this way: *Favourite*. Make it a challenge for your students to find this word in the lesson and see if they know the alternate spelling.