

Hello in this podcast we are going to talk about entrepreneurship and how it is different from a usual, or conventional business. Life is changing fast, and now there are a lot of new jobs that we did not know about 20 years ago. For example, a startup entrepreneur. What is this job like, and how is it different from a usual businessman?

There are a few important differences. Startup projects are usually small, **adaptive**, and **fast paced**. Entrepreneurs **generate new ideas** and create new products, and even new markets. Everybody knows such legendary figures as Bill Gates, Kevin Systrom, Larry Page and Sergei Brin.

Unlike entrepreneurs, **conventional** businessmen prefer **entering an already existing market**; they **set up a business** on an old concept or idea. That is why businesspeople are called market players, and entrepreneurs become market leaders.

Another important factor is risk taking. Businesspeople are more careful about risks, because they can't afford to lose money. Entrepreneurs sometimes take crazy risks to make their dreams come true. However, because of the fact that they do what they really love, the success might be huge.

And now let's take a look at some of the vocabulary from this podcast:

**adaptive - easy to change, flexible**

**fast paced - developing quickly**

**generate ideas - originate, formulate ideas**

**conventional - usual, classical**

**enter a market - start offering goods and services of a certain type**

**set up a business - found a business**

And now, repeat after me:

**Startup projects are usually **adaptive**, and **fast paced****

**Entrepreneurs **generate new ideas** and create new products**

**Conventional businessmen prefer **entering an already existing market****

**They **set up a business** on an old concept or idea.**

This is all for today. I hope you enjoyed this podcast, and if you have any questions or want to leave a comment, please, do it on my website, [www.nmodel.net](http://www.nmodel.net), or you can also do it on the platform that you are using listening to my podcast.

Goodbye!