CEO Secrets: The graduates launching start-ups in lockdown

*By Dougal Shaw, 6 October, 2020, BBC*

Read the article: <https://www.bbc.com/news/business-54422464>

While-reading task

* Summarize where each of the three entrepreneurs got their inspiration from.

Discuss the following questions with you partner:

* The owners of Snackcess note that they no longer think of their business as a stop-gap. What does this mean?
* Josephine Philips talks about contact-free orders being a way to maintain costumers during COVID-19.
  + Discuss what type of businesses/business models that benefitted from COVID-19 and how some have adapted their business model to fit the circumstances of COVID. Make sure to use relevant terms such as click-and-mortar shops, revenue, marketing mix, financial aid etc.
* Sehrish gives us the following advice: “I think with the majority of graduates being Gen Z, we are very aware of how social media works and we need to use that to our advantage.”
  + Discuss how knowledge of social media is an advantage when starting up a business during COVID/in 2020.
  + Go to Rose Eclipse’ profile on Instagram and find out how she markets her business on social media
* What do these entrepreneurs mention as the advantageous for starting up a business during COVID and what advice do they give us?