

# From Passion to Profit: Sofia's New Start

Entrepreneurship and starting a new business

## PART 01 Pre-Reading & Visualization

*"Is technology a tool to help us reach our goals, or is it a shortcut that erases our individual voices?"*

## PART 02 The Reading Text

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Sofia has always loved coffee, but she never thought she would own a business. For ten years, she worked as an accountant in a large office. She had a stable salary, but she felt bored. Last year, she decided to take a big risk. She quit her job and invested her savings into a small "popup" coffee cart. She wanted to create something that reflected her values: sustainability and community.

Starting the business was not easy. Sofia had to create a strict budget and apply for several permits from the city. She also spent weeks finding the right "niche"—a way to be different from the big coffee chains. She decided to sell only organic, fair-trade coffee from her home country. To save money on advertising, she used social media to tell her story. She posted videos of her journey, from buying the cart to brewing the first cup.

Today, Sofia's business is growing. She hasn't made a huge profit yet, but she has built a loyal customer base. She works longer hours than she did at the bank, but she feels more energized. "I have learned so much about marketing and resilience," Sofia says. "If you have a clear plan and a lot of passion, the hard work is worth it."

**PART 03** Active Reading (QAR)

1. Right There (Find the facts):

1. What was Sofia's job before she started her own business?

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2. What two values does Sofia's business reflect?

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2. Think and Search (Connect the ideas):

- List three specific steps Sofia took to start her business.

3. How does Sofia's current work schedule compare to her old job at the bank?

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3. Author and You (Infer and analyze):

4. Sofia says she hasn't made a "huge profit" yet, but she is happy. Why do you think her happiness isn't just about money?

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5. If you were going to start a business like Sofia's, what "niche" or special feature would you choose to stand out?

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**PART 04** Glossary

1. **Entrepreneur:** A person who starts a business and takes on financial risks.
2. **Budget:** A plan for how much money will be spent and earned.
3. **Niche:** A specialized segment of the market for a particular kind of product or service.
4. **Resilience:** The ability to recover quickly from difficulties or stay strong during hard times.
5. **Sustainability:** The quality of not being harmful to the environment.



**WORKSHEET CORE REFLECTION**

Review your answers and vocabulary entries above. Prepare to discuss how these terms apply to real-world contexts.

## **ACTIVITY OVERVIEW**

### TOPIC CONTEXT

#### **From Passion to Profit: Sofia's New Start**

### OBJECTIVE

*Learners will identify key steps in the entrepreneurial process and use context clues to understand business-related terminology.*

### VOCABULARY TERMS

Entrepreneur

Budget

Niche

Resilience

Sustainability

### GRAMMAR FOCUS

- Present Perfect for life experiences

## **INSTRUCTIONAL PROCEDURE**

1. **Pre-reading (10 mins):** Show the image description and ask students to predict what challenges Sofia might face. This activates prior knowledge about the economy and work.
2. **Reading & Chunked Tasks (20 mins):** Have students read the text silently first. Then, read it aloud as a class. Ask students to highlight any "Present Perfect" sentences (e.g., "Sofia has always loved...", "She has built...") to see how we use this tense for life experiences and ongoing results.
3. **Post-Reading & QAR Discussion (15 mins):**
  - Use the **Right There** questions to check basic literacy.
  - Use the **Think and Search** questions to practice scanning and summarizing.
  - Use the **Author and You** questions to facilitate a small group discussion where students can share their own business ideas or experiences from their home countries.