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**REPRESENTING OF THEME «START UP AYNE – EFFECTIVE WAY TO  
LEARN ENGLISH»**

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We call a start-up a new business project or a young company, which mainly requires support for the growth of development. At the same time, like a new type of business, a start of initiative with a large volume in scale and audience.

Start up AYNE (All you need is English) – is an online platform which can help people pick up English language with easy and understandable ways. Also we know that worldwide start up company need accelerator from foreign countries, so we will discuss how English takes place in being one of the best start up company.

Any startup should have a characteristic feature. This feature is its uniqueness. For example, if you open a store in the area where you live, it can not be called a startup. Because you have many stores like your store and they are not different from each other. Because the sold bakery products or household of daily consumption have similar qualities, the range, and

another one. For example, information about the product from sales (price, quality, features of use, availability) should be different from the provision of services

Therefore, a startup is not just IT-technologies, but large-scale projects and business. As of today, 90% of businesses that have become popular at the world level brand (trade name), acted as a small business. In this regard, the purpose of any startup is to make a profit by purchasing a new type of goods or services, offering it on the market and sales

Due to the fact that many Kazakh citizens face difficulties in learning foreign languages also in modern conditions. This is a problem in which the language uses constant practice and often without speaking the language. In this regard, I would like to wish the startup business project to be connected with my profession. This idea I called AYNE “All you need is English”.

Basically, this startup organizes programs and language clubs necessary for the learning client from foreign countries. For each client fills out the paperwork and translates the courses into school foreign language. Online classes can get the experience of qualified professionals and submit individual written books. All this can be used in the form of foreign business, consultations on special consultations and consultations on admission to foreign educational institutions on a fee basis. It is a type of income that simultaneously raises income.

A startup is basically works an online service. The client, having filled an information about himself on the online platform, submits an application for the company. After receiving the letter of the client follows with provided an individual consultation. This type of service allows you to save time and provide a modern service that meets all requirements.

As an example we can bring a start up company Linguatrip of Marina Mogilko and Dmitry Pistolera. They started a business for the citizens, wishing to study the language abroad. Dmitry and Marina in the years of senior courses opened a small Agency for the selection of training courses abroad. Marina and Dmitry sent the first client groupmate looking for English language courses in London for training. Currently, nowadays the number of customers of this company is more than 2 thousand. In 2017, the company’s turnover amounted to \$ 12 million. LinguaTrip finds an average of 25% of educational institutions that provide tuition fees (an average of \$3 thousand) for each client. At the beginning the initial capital of the company was only \$ 300.

AYNE service for self-study promises to teach English with unique structure of the lesson. Traditional methods of learning English are faced with such negative aspects as the problem of user motivation and frivolous attitude to online learning. Of course, there are difficulties in learning English on the online service, but in the conditions of continuous Informatization it is necessary to change the situation. In this regard, it is necessary to create a completely new product with a different approach to online learning.

The traditional difficulties of learning English, usually include:

- ready to learn on their own, but do not want to pay for training with a teacher and go to the place on a schedule 2-3 times a week for 1 hour;
- children and teenagers (generation Y and Z) who like online services, but do not want to study by textbooks and are shy to communicate live;
- IT professionals who understand that they really need English and are ready to learn on their own.

Especially, with such program like AYNE will overcome the traditional difficulties and problems in mastering the English language. It will help for our entrepreneurs and businessmen to cooperate with foreign investors in the direction of innovative development of their products.

If company is seeking venture capital investment, it is important that you not only have all the elements of a great pitch, but that the language you use is the same as that of the your potential investors. Of course, you will need to describe what your company does — your path and your plan for future growth. Nonetheless, a great pitch must recognize that the entrepreneurial start-up world is full of jargon. AYNE provides an opportunity to have a foreign accelerators. It’s the main thing to know about spreading business to all over the world. How fast you are blowing through your cash. It’s not unusual for a start-up to lose large sums of

money for several years before breaking even. Not every start-up is the first to market, but if we want to point that out to investors. Being aware that this can be both a pro and con, as we may have to educate your market as it goes, so the sales you make will cost more than they would in a market with clearly established demand. The shape of the growth curve to growth of clients. This means start-up will have to double sales. Not every start-up has IP, but if business depends on it better protect it.

There are 7 main steps to should pass to take to get Startup

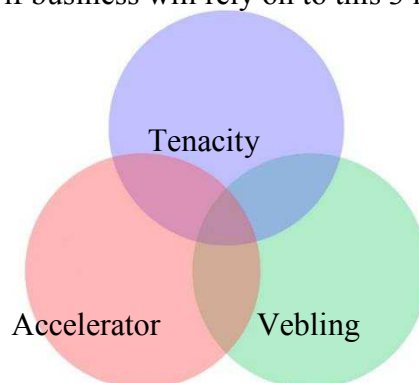
1. Make a business plan. Having an idea is one thing, but having a legitimate business plan is another story;
2. Secure appropriate funding;
3. Surround yourself with the right people;
4. Find a location and build a website;
5. Become a marketing expert;
6. Build a customer base;
7. Prepare for anything;

Conclusion. Startups aren't just small, they're also new, which makes having a good grasp of how words explain and persuade particularly important. Sales reps at fledgling firms "have to figure out the language they have to use to get the customer excited about their solution — because they've probably never heard of it — they have to use the technical language to describe what it does, the business language that describes the benefits and then they also have to create all the relationships and personal connections. Those who want to start a Business, I need to start doing their business after work or on weekends. I think that all entrepreneurs are slightly creative, if a person has a spark, sooner or later he will continue his business. If you do what you love in your free time, it becomes a business.

Find investors. Proceed carefully important because don't want to start giving away significant equity in your company before even get started. The type of business which is starting also influences the likelihood that angel investors and venture capitalists will be willing to give you funding.

Having an business plan will clear up from what should we start. The startup costs will obviously vary from industry to industry, so every company may require more or less funding depending on the situation. The point I'm making is this – in order to secure the appropriate funding, it need to find out how much money need to raise. To find this number, it need to research and predict realistic financials in your business plan.

The vast majority of startup companies are small teams. So from observation these numbers would be significantly different if start up will starting a business in the lingua industry with online platform. It is good if business will rely on to this 3 main step which conducts idea:



(picture 1)

I suspect one reason many people don't become entrepreneurs is that they just don't know where to begin, what that crucial first step is.

What we often forget is that the most successful entrepreneurs in the world all started out the same way. They didn't know what the first step was or what they had to do, but they all managed to take it and become the amazing success stories they are today.

I hope with Tenacity new business creator enjoy their inspiring responses and nuggets of wisdom as much as we did, as each person gives their unique take on this tricky subject. Startups are really hard. Every successful one had terrible hurdles and setbacks that they had to overcome. These challenges are the norm and not unique to you and your startup. So I come up with one thought at first investigate only low prices to have more clients and to avoid losing more money.

Verbling has been described as the "chat roulette of language learning," allowing language learners to find someone to have one-on-one language exchanges with via online teleconference. Users are connected through spontaneous chat sessions, matched up by their language needs, and given a 10-minute session in which they can practice language before being cut off and connected with a new partner, offering an experience that sounds frenzied, fun, and learning-intensive intensive. The startup recently raised \$1 million in capital to continue its project and hire new talent.

#### **List of sources used**

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2. "The lean Startup: how today's entrepreneurs use continuous innovation to create radically successful business", p.n 32-34
3. "Linguabook" by Marina Mogilko planer for reviewing English learning