My Local Business & Marketing Campaign

The Founder’s Playbook: Specific English for Business & Marketing

Level: 2.° Ciclo EPJA (3.° y 4.° Medio)
Program Director: Professor Juan Muñoz A.
Website: www.teacherjm.com/epja

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The Founder’s Choice

- You hold the creative control. Launch a completely new fictional startup or use a real business you already own.
- Financial figures (prices and costs) can be freely estimated using the baseline parameters.



A Safe Sandbox Environment

- Your data is secure. This project is strictly for academic training.
- No real personal or confidential information is required, and all commercial data can be 100% simulated.

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The Foundation

Phase 1

(Profiles & Finance)

Deliverables:
Sections 1, 2 & 3

Go-To-Market

Phase 2

(Digital Marketing)

Deliverables:
Sections 4 & 5

The Pitch

Phase 3

(Report & Evaluation)

Deliverables:
Section 6 & Final Report

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Written Report (Word/PDF)



- Must be formally presented.
- Recommended length: ~3 pages.

Financial Plan (Excel)



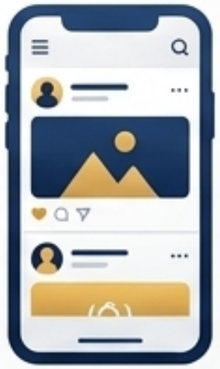
Must use the official provided Excel template for the detailed calculations and Break-Even point.

Video Marketing



- A promotional video file or link.
- Format: TikTok, Reel, MP4, or QR code.

Social Media



A simulated digital campaign designed for a specific social platform.

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Stage 1: The Foundation

Sections 1 & 2: Entrepreneur & Business Profiles

Defining who you are and who you serve.



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Section 1 - Entrepreneur Profile

Full Name: [Founder Name]

Role: CEO, Financial Manager, Marketing Specialist, or Sales Manager.

Skills & Strengths

(Must use English Modals)

Example 1: I **can** talk easily to customers.
Example 2: I **must** be organized with money.

Section 2 - Business Profile

Business Name: [Company Name]

Product/Service: e.g., Clothing, Gastronomy, Aesthetics, Technical Service.

Target Audience: A clear description of the ideal customer.

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Financial Engine





The Founder's Variables

1. **Selling Price per Unit:** Freely defined/simulated ($)
2. **Variable Cost:** Cost of materials per unit ($)

Contribution Margin

Selling Price minus Variable Cost

Margin = Price - V. Cost

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The Goal

$1,500,000 CLP
(Fixed Costs)

The Engine

÷ Contribution Margin
(Price - Variable Cost)

The Target

= Break-Even Units Required

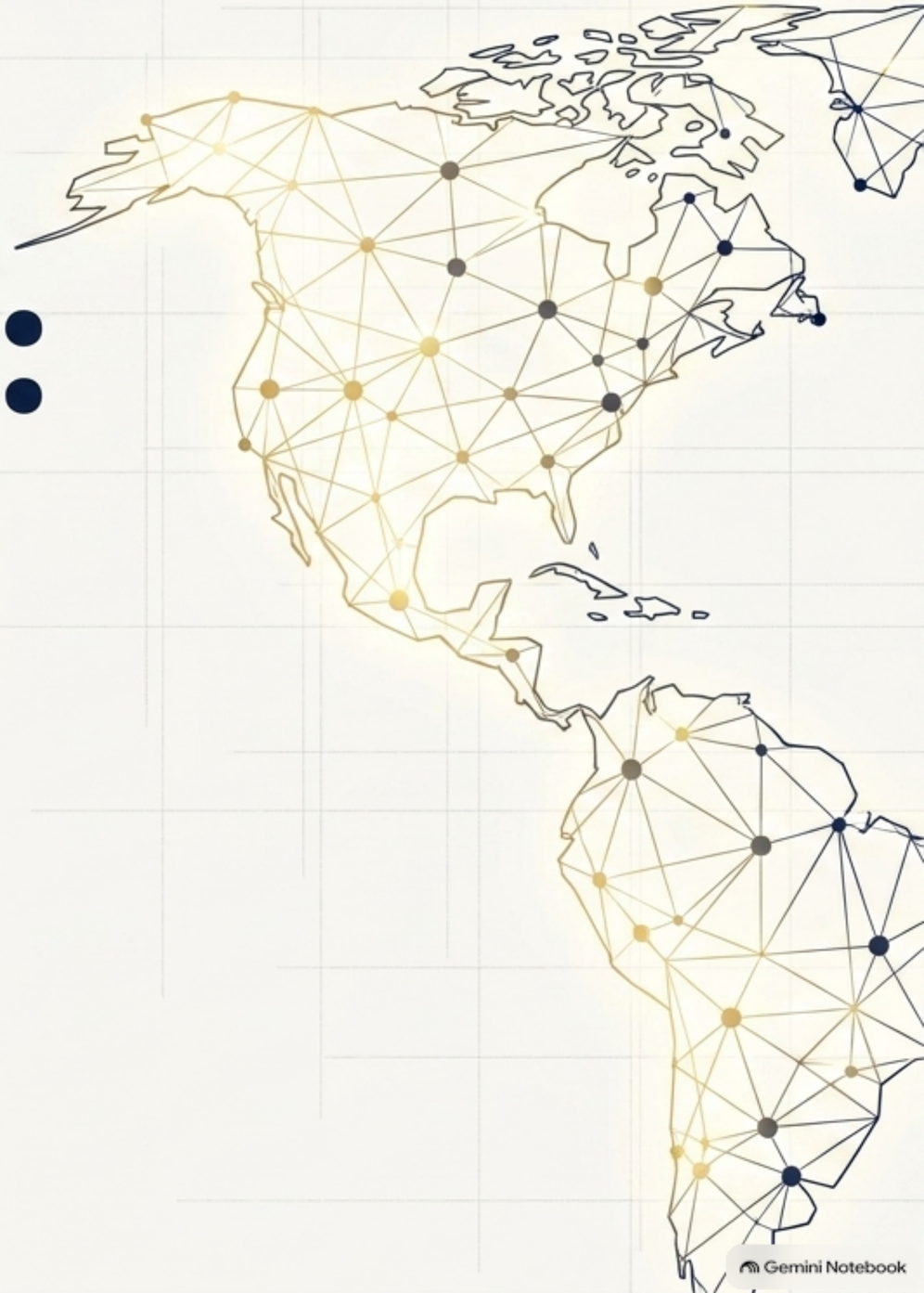
Use the official **Excel template** to model this calculation automatically.

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Stage 2: Go-To-Market

Sections 4 & 5: The Digital Campaign

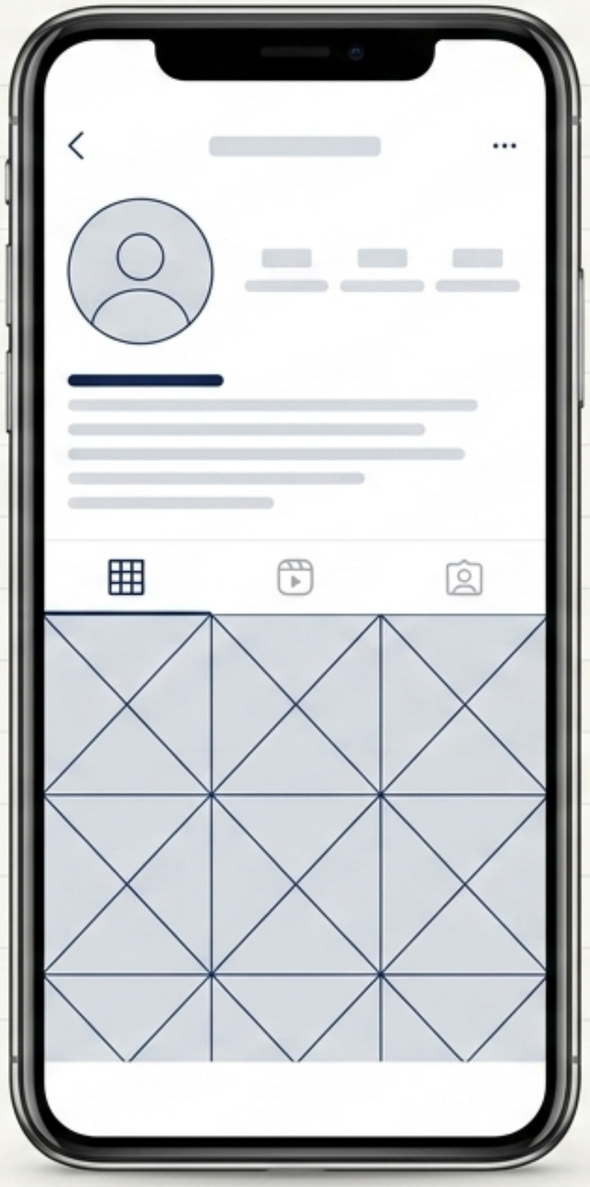
Bringing your brand to the public square.



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Premium & Fintech Startup Accelerator Profile

The Bio must be written in English and include at least one modal verb.



2 Promotional Posts. Must include visual images paired with English captions applying must, should, or can.

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Global Rule: Format is free (Reel, TikTok, MP4). Voiceover/Text must be in English.

1

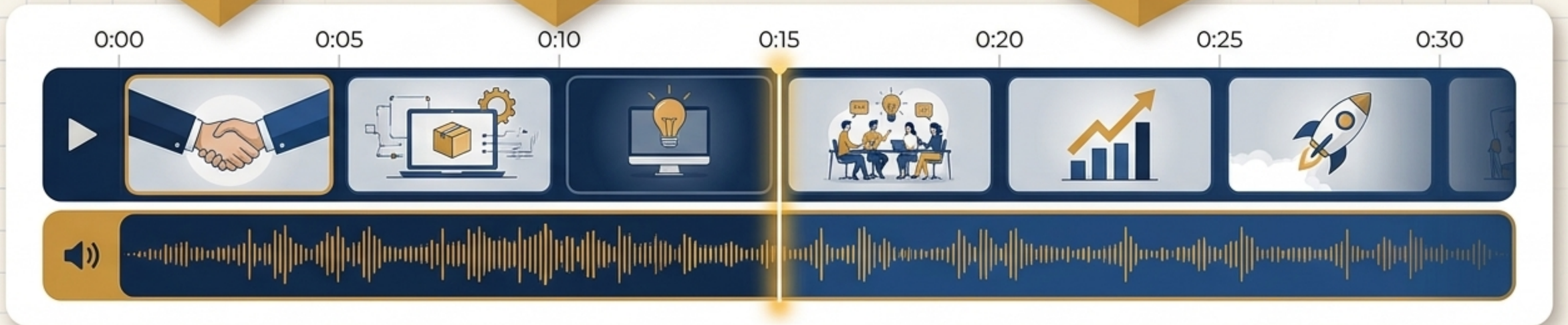
Introduce the Business Name.

2

The Offer.
Use **"Should"**
(e.g., You should try our food!).

3

The Rule/Reason.
Use **"Must"**
(e.g., You must buy the best quality!).



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Stage 3: The Pitch

Section 6 & Final Report

Closing the deal and securing the grade.



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Strategic Pitching with Modals

MUST

Financial Obligation

Stating non-negotiable requirements.

Pitch Example: We must sell [X] units every month to reach our break-even point.

SHOULD

Advice/Recommendation

Proposing strategic advantages.

Pitch Example: We should use digital marketing to keep fixed costs low.

CAN

Opportunity/Capability

Highlighting potential and strengths.

Pitch Example: With our remaining capital, we can expand our stock.

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Investor Scorecard: Diagnostic Rubric

Evaluating your readiness for investment and final grading.

Category	Funded (Excellent - 6 pts) ✓	Back to the Drawing Board (1-3 pts) ✗
Entrepreneur Profile	Profile in English with skills using modals (can/must).	Incomplete or syntactic errors.
Financial Calculations	Applies $2M capital & calculates $1.5M break-even in Excel.	Minor errors in margin/formulas.
Social Media	2 attractive posts with correct English captions.	Missing English text or a missing post.
Marketing Video	15-30s English video with clear modal use.	Fails duration, clarity, or modal requirements.
Use of English	Correctly uses must, should, can throughout the entire project.	Grammatical confusion or missing modals.

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Launch & Support

Remember to review the scorecard and submit your stage progress on time.



Professor: Juan Muñoz A.
Website: www.teacherjm.com/epja
Email: teacherjm.roger.2026@gmail.com

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