You work for a company called EyeScan. You are about to launch a product which scans someone's eye to identify them. However, you need further investment to start manufacturing on a large scale and for marketing.

You have three minutes to convince a potential investor. Here are some key points to mention (you can also include your own ideas).

Key users are

- airports
- government organizations
- large companies.

Benefits compared to other forms of security are

- no password or other form of identity needed
- every eye is different and cannot be copied
- it's fast and can handle large amounts of people in a short time.

What points should a potential investor pay attention at before investing funds into an idea/project/manufacture

1.

2.

3

LIVEWORKSHEETS

1 **39▷ James Murray Wells and Jurga Zilinskiene are both very successful owner of business start-ups. Listen to them talking about their experience and comple this table. What do you think the most important factor in their success was?**

James Murray Wells

Jurga Zilinskiene

	James Murray Wells	Jurga Zilinskiene
Nature of business		
Sources of finance		
Biggest problem		
Advice		

2 **Match these nouns and noun phrases from audio 39▷ to definitions 1–12.**

gap in the market *business plan* *venture capitalist* *stake*
return on investment *turnover* *business model* *business angel*
start-up capital *network of contacts* *financial backing* *loan*

1 someone providing money for a business: _____
2 share in a business – you gain if it succeeds: _____
3 profit from shareholding: _____
4 opportunity to sell something not yet available: _____
5 document containing financial estimates for a business: _____
6 group of people who can be helpful to your business: _____
7 someone providing experience and money for a business: _____
8 support in the form of money: _____
9 money to fund a new company: _____
10 amount of business done in a given period of time: _____
11 money which is lent or borrowed: _____
12 the way a business operates to make money: _____

LIVEWORKSHEETS

3 **Complete this advice about funding a start-up with the phrases in 2.**

When you have spotted a [1] _____ for a product or service, one of the biggest challenges is to raise enough [2] _____ to get your new business started. You may be able to get a bank [3] _____ if you can show you have a good [4] _____ for the operation of your business, plus a [5] _____ that contains detailed financial estimates. Alternatively, you could approach a [6] _____ or [7] _____ to secure the funding you need. Either way, your investors will want a [8] _____ in the new company – maybe 50% or even more – and will want to feel confident they will get a high [9] _____. Once your business is started, it is a good idea to build up a [10] _____ who might be able to help you find further [11] _____ until your [12] _____ has increased enough for you to make a profit.

4 **40▷ Listen to eight extracts from James' and Jurga's talks. What adjectives come after adverbs 1–8?**

1 hugely _____
2 incredibly _____
3 extremely _____
4 really _____
5 totally _____
6 completely _____
7 absolutely _____
8 really _____

Read the Tip below. What type of adjective – gradable / ungradable – goes with the adverbs

a *hugely, extremely, incredibly?* b *totally, completely, absolutely?* c *really?*

5 **Arrange these adjectives into two groups that match the groups in 4. Think of other adjectives to add to each group.**

kind *terrible* *nice* *fantastic* *expensive* *impossible* *outrageous*
useless *risky* *complex* *profitable* *ridiculous* *high* *wonderful*

6 **Work with a partner. Using an adverb and a suitable adjective, take turns to respond to these statements.**

1 The bank has refused to give us a loan.
2 What's it like working for yourself?
3 I've just been nominated for the 'Entrepreneur of the Year' award.
4 Our business start-up is losing €50,000 a week.
5 One day we'll be bigger than Microsoft.
6 The venture capitalists wanted an 80% stake in the company.

LIVEWORKSHEETS