10 Compete and cooperate

10.1 Crowd-funding

Vocabulary business

1 Match the words in the box to sentences 1–7.

a guarantee a loan a profit a risk an investor ~~cash~~ funding

1 You need money in notes and coins. _cash_
2 The bank will give you £5,000, but you have to pay it back in a year. ________
3 There is a danger that the business won't succeed and make money. ________
4 We need a promise that you will pay back the money we lend you whether or not the business is successful. ________
5 You also need a person or company to buy shares in your company in the hope that you will make money. ________
6 We will provide money for the specific purpose of buying new equipment. ________
7 I hope your business is a success and you make more money than you spend! ________

2 Complete the advice with the correct preposition.

1 Always invest _in_ companies that are secure.
2 Be aware that share prices can go down as well as increase ______ value.
3 Understand the market before setting ______ a new business.
4 If you decide to take ______ a loan, make sure that you can keep up with payments.
5 Avoid borrowing from any organization except your bank, even if you are short ______ cash at the weekend.

PRONUNCIATION linking

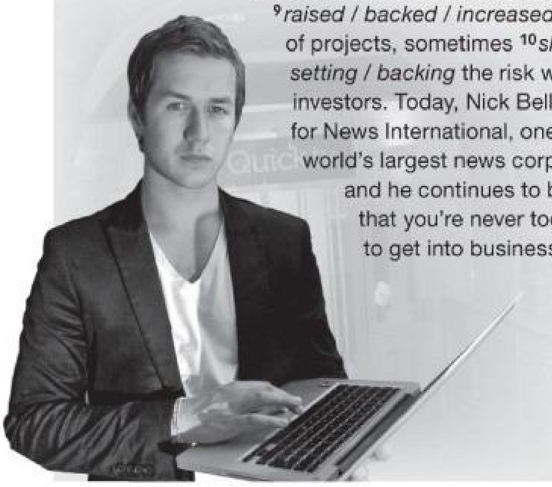
3 10.1 Mark the linking sound in the phrases as in the example. Then listen and check. Listen again and repeat.

1 set up a business
2 give a guarantee
3 raise a million
4 meet an investor
5 short of cash

4 Choose the correct verbs to complete the text.

The dotcom kid

Entrepreneur Nick Bell, the dotcom kid, [1]*put / found / set* up his own online company in the 1990s when he was only fourteen. Like many young people, he started his online company without having to [2]*get / take / find* out a bank loan, or [3]*back / share / present* his ideas to investors. Nick was able to [4]*make / get / put* funding from advertisers who were keen to reach the teenagers who liked Nick's online magazine. His company quickly [5]*increased / became / raised* in value, and he started to [6]*do / take / make* a profit. By the time he was sixteen, Nick had earned almost a million pounds. He has never [7]*found / made / given* himself short of cash since! After selling his online magazine, he [8]*set / became / gave* an investor in other companies. He has [9]*raised / backed / increased* a variety of projects, sometimes [10]*sharing / setting / backing* the risk with other investors. Today, Nick Bell works for News International, one of the world's largest news corporations, and he continues to believe that you're never too young to get into business.



STUDY TIP It is a good idea to learn phrasal verbs by categorizing them under a topic heading, for example *Money*: *set up, take out, pay back, pay off, get by, save up, splash out, rip off*.

Grammar passives

5 Choose the correct options to complete the sentences.

1 Tea *prepares* / *is prepared* by pouring hot water over tea leaves. The Chinese were the first to drink tea in the tenth century BC.
2 People probably *began* / *were begun* drinking coffee for the first time in Yemen during the fifteenth century.
3 Chocolate drinking vessels *have found* / *have been found* in Mayan tombs that are four thousand years old.
4 Beer dates back to 9,500 BC, when cereals *were farming* / *were being farmed* for the first time.
5 In the seventeenth century, market sellers *started* / *were started* selling lemonade on the streets of Paris.
6 Scotch whisky *made* / *was made* popular by King James IV, who really loved the drink.

6 Read the sentences from a story about toothpaste. Complete them with the verb in brackets in the correct passive form.

1 Toothpaste was invented by Washington Wentworth Sheffield. (invent)
2 It __________ for the first time in the 1880s. (sell)
3 Toothpaste __________ of a variety of ingredients including fluoride and sodium sulphate. (make)
4 Toothpaste in tubes __________ by the Colgate company since 1896. (manufacture)
5 Mint __________ to improve the taste of toothpaste. (use)
6 Nylon toothbrushes __________ by the DuPont chemical company in the 1930s. (introduce)

7 Complete the article with the correct active or passive form of the verbs in brackets.

Hungry for success

Businesswoman Shazia Saleem jokes that she [1] started (start) her food company, **ieat foods**, because she was hungry. It [2] __________ (set) up in 2013 to produce ready-made traditional British and Italian meals, such as shepherd's pie, which [3] __________ (make) of lamb and potatoes, and lasagne, which [4] __________ (contain) meat and pasta. Of course, these types of food [5] __________ (can/buy) in supermarkets and restaurants all over the world. What makes Shazia's meals different is the way they [6] __________ (prepare). Unlike most European dishes, Shazia's meals [7] __________ (make) using halal meat. Halal meat is meat that [8] __________ (prepare) according to Muslim dietary law. People whose cultural identity is both European and Muslim often [9] __________ (find) it difficult to buy ready-made halal food which isn't Asian. Now, thanks to Shazia, traditional European ready meals for Muslims [10] __________ (sell) in leading supermarkets for the first time.

I can …	Very well	Quite well	More practice
talk about business.	○	○	○
talk about how things are done.	○	○	○