

7F

Reading

Aaron Levie

I can understand an article about an unusual multi-millionaire.

- SPEAKING** Look at the photo. What type of company do you think Aaron Levie runs? Why do you think 'Box' is a good name for this kind of company?
- Read the first two paragraphs of the text and find the answers to the questions in exercise 1.

Reading Strategy

When you do a task with gapped sentences, study the sentence after each gap and look for any connections with the missing sentence. For example, if it begins with *but*, there is a contrast. Other words suggest other types of connection:

- similarity: *too*
- cause / result: *so*
- a different option: *or*

- Read the Reading Strategy. Then look at the underlined words in the sentences after the gaps in the text. What kind of connection do they imply: contrast, similarity, cause / result, or a different option?
- Read the text. Match sentences A–G with gaps 1–5 in the text. Use your answers from exercise 3 to help you. There are two extra sentences.

- A Back in 2005, cloud storage was quite a new idea.
- B His success in business has brought him an enormous amount of money.
- C He only goes to expensive restaurants if an important customer wants to eat there.
- D For two and a half years, he spent nearly all his time at his office.
- E Most people his age would lead an extravagant lifestyle if they had so much money.
- F If you met him, you probably wouldn't realise that he is a multi-millionaire.
- G Cloud storage is one of the fastest-growing areas of business.

- 2.37** Listen and check your answers to exercise 4.

- Are these sentences true or false? Write T or F.

- Aaron Levie lives in a luxury apartment. ☐
- Levie doesn't mind working long hours because he is really enthusiastic about the work. ☐
- Levie was a student when he co-founded the company Box. ☐
- Mark Cuban was the first businessman to invest in Box. ☐
- Since he became rich and successful, Levie's lifestyle has not changed very much. ☐

Box clever

- VOCABULARY** Match the highlighted words in the text with the definitions below. Some definitions match with more than one word.

Business

- money received by a business or person
- money you receive every month for your work
- a business person who takes risks
- money that a business or person needs for a particular purpose
- the money a business makes after paying its expenses
- the person in charge of a large company
- formal agreements to do business
- people who support a business by lending it money

- SPEAKING** In pairs, ask and answer these questions. Give reasons for your answers and ask follow-up questions.

If you were a multi-millionaire ...

- would you eat in burger bars?
- would you live in a big house?
- would you work very long hours?
- would you go on expensive holidays?

Would you eat in burger bars if you were a multi-millionaire?

Yes, I would.

Why?

Because I really like burgers and I'm not keen on fancy restaurants!

7F



2.37

Aaron Levie

loves to eat tinned spaghetti, drives a six-year-old car, and has business meetings at a takeaway. He lives in an ordinary apartment, doesn't take holidays and, at the age of 27, says his biggest luxury is his smartphone. ☐ However, as co-founder and CEO of Box, a successful IT company, he is worth about \$100 million. And he works very hard for his money: most days, he does not leave the office until after midnight. 'I work so many hours because I love what I do. I'm incredibly excited about the business,' says Levie.

When Levie and his childhood friend Dylan Smith started their company in 2005, they had not even finished their university degrees. Box grew fast because it offered a better way of storing data, and soon they had contracts with many of the biggest companies in the USA. Levie left university without finishing his course.

Like most new businesses, Box did not bring in much income at the start. Levie paid himself a salary of only \$500 a month, and lived off tinned spaghetti and instant noodles. ☐ Sometimes he even slept there too.

When Box began, Levie and Smith looked for funding. ☐ For that reason, nobody wanted to risk lending them money. They wrote letter after letter but could

not find any investors. Eventually, a well-known entrepreneur called Mark Cuban agreed to put money into Box. Once he had decided to do that, others followed and the business grew quickly.

That was eight years ago. Now, Box has grown a lot and so have its profits, making Levie a multi-millionaire.

☐ But Levie says that it doesn't interest him. 'I'm certainly not into money. I don't live in the office – now I have an apartment six minutes' drive away – but there is no enormous house up in the hills.' ☐ Otherwise, he has lunch meetings in burger bars. 'And I still really like tinned spaghetti. I'd be happy if I had it every day!'

