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

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
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: ________

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.