

Lingua Inglese –
Economia, Finanza e Politiche Pubbliche
A.A. 2019/2020

WEEK 3
Part 2

Finance and Investment

Go to page 32 of the book “Market Leader – Accounting and Finance” (unit 8).

Read the BEFORE YOU READ section and think about possible answers to the questions

Finance and Investment

You are going to see a video in which 6 different speakers give advice on how to attract investors and acquire the fund needed if you are launching a start-up.

Finance and Investment

Watch the video

[https://www.youtube.com/
watch?v=7hKhMZtJAew](https://www.youtube.com/watch?v=7hKhMZtJAew)

Finance and Investment

Read the following exercise; ↓

watch the video again and match
the speakers with the right tip

Finance and Investment

1) Eileen Burbidge

2) Demis Hassabis

3) Carl Dawson

4) Carlos Eduardo Espinal

5) Ander Michelena

6) Noam Bardin

a) You need to be concrete from the beginning because investors don't care about great ideas as much as they do about numbers and a solid team.

b) Exploit an already existent market and use your contacts to expand in it.

c) Being ambitious and brave leads you to make more money and more time to plan things well.

d) You should choose investors who have a good position in their firm and with whom you see eye to eye.

e) As long as you are attractive, investors will start a relation with you.

f) Understanding what your target market is makes you more credible to your investors.

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Now check your answers



Finance and Investment

1) Eileen Burbidge	e) As long as you are attractive, investors will start a relation with you
2) Demis Hassabis	c) Being ambitious and brave leads you to make more money and more time to plan things well
3) Carl Dawson	a) You need to be concrete from the beginning because investors don't care about great ideas as much as they do about numbers and a solid team
4) Carlos Eduardo Espinal	f) Understanding what your target market is makes you more credible to your investors.
5) Ander Michelena	b) Exploit an already existent market and use your contacts to expand in it.
6) Noam Bardin	d) You should choose investors who have a good position in their firm and with whom you see eye to eye

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Now go back to unit 8 of the book “Market Leader – Accounting and Finance” and read the article at page 33.

Finance and Investment

Do the following exercises and
then check your answers in
the answer keys section at the
end of the book



Finance and Investment

READING

Exercise C – Understanding details (p. 33)

VOCABULARY

Exercise B – Word search (p. 34)

Exercise C – Text completion (p. 34)

Exercise D – Understanding expressions (p. 35)

Finance and Investment

Now focus on the following sentence from paragraph B:

*‘Although these companies **are** still **put** in the high-risk category, they present an attractive balance of risk and reward from the investor's point of view.’*

What structure has been used here?

GRAMMAR CONTENT

THE PASSIVE

GRAMMAR CONTENT – THE PASSIVE

1

Go to page 26 of 'New Total English SB' (unit 2.2) and read the text "Completely reliable... and built to last"

GRAMMAR CONTENT – THE PASSIVE

2

Complete exercise 11 (p. 27) and see grammar reference at page 33

GRAMMAR CONTENT – THE PASSIVE

Now check your answers



GRAMMAR CONTENT – THE PASSIVE

Exercise 11 (p. 27) - answer keys

It is thought to be Britain's oldest working set.

It was made over seven decades ago.

The set has been converted from analogue to digital

It can be used for many years to come

A 2

B 3

C 1

GRAMMAR CONTENT – THE PASSIVE

3

Complete exercises 12 and 13a
(p. 27)

GRAMMAR CONTENT – THE PASSIVE

Now check your answers



GRAMMAR CONTENT – THE PASSIVE

Exercise 12 (p. 27) – answer keys

1. could be received
2. owned
3. is replaced
4. made
5. are made
6. could be watched

GRAMMAR CONTENT – THE PASSIVE

Exercise 13a (p. 27) – answer keys

1. A father and son who made millions of pounds from fake DVDs have been jailed for six years.
2. Hundreds of thousands of DVDs were produced by workers hired by the gang.
3. The DVDs were sold cheaply in pubs and markets.
4. It is estimated by the police that the criminals made around £43,000 a day from the operation.
5. The gang members lived a life of luxury until they were caught.
6. However, the police believe that most of the money the gang made has been taken out of the country.
7. It is estimated that criminal gangs in the UK make about £300 million a year from fake DVDs.
8. Police dogs have now been trained to find hidden DVDs.

GRAMMAR CONTENT – THE PASSIVE

4

Complete exercise 1, page 34

GRAMMAR CONTENT – THE PASSIVE

Now check your answers



GRAMMAR CONTENT – THE PASSIVE

Exercise 1, page 34 – answer keys

1. have been killed
2. started
3. has been announced
4. has been discovered
5. announced
6. has sold
7. called
8. found
9. has been found
10. is selling/will sell

GRAMMAR CONTENT – THE PASSIVE

Some verbs have two objects. We can:

give/lend/offer/promise/sell/send/take **something** to **somebody**

book/buy/keep/make/prepare/save **something** for **somebody**

In active sentences we can use these verbs in two ways:

1) *Laura has just sent a message to John* (with *to*)

2) *Laura has just sent John a message* (without *to*)

1) *The secretary prepared the documents for me.* (with *for*)

2) *The secretary prepared me the documents.* (without *for*)

The form without *to/for* is more usual

GRAMMAR CONTENT – THE PASSIVE

Each way can be made passive. One of the objects becomes the subject of the passive sentence, the other stays as an object:

1) A message has just been sent to John by Laura. (with to)

2) John has just been sent a message by Laura. (without to)

1) The documents were prepared for me by the secretary. (with for)

2) I was prepared the documents by my secretary . (without for)

Again, the form without *to/for* is more usual

GRAMMAR CONTENT – THE PASSIVE

Practice: complete the second sentence so it has a similar meaning to the first sentence

1. David Gill from Marketing lent me this book → I **was lent** this book by David Gil from Marketing.

2. This sample was given to me at the Trade Fair.

_____ this sample at the Trade Fair.

3. They promised us delivery within two weeks of our order.

We _____ within two weeks of our order.

4. A textile firm near Milan made this fabric for us.

_____ for us by a textile firm near Milan.

5. This order was sent to us through our website.

_____ this order through our website

6. My secretary booked the flight for me.

_____ for me by my secretary

GRAMMAR CONTENT – THE PASSIVE

Now check your answers



GRAMMAR CONTENT – THE PASSIVE

Practice: complete the second sentence so it has a similar meaning to the first sentence

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I was given this sample at the Trade Fair.

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We **were promised delivery** within two weeks of our order.

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This fabric was made for us by a textile firm near Milan.

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