

# TOEIC PREPARATION

## 多益860金色證書專班



**Start-Up Funds With  
A Click**

# Important Info

## SAVING LESSONS 請記得儲存教材

教室將在**50分時自動關閉** The classroom will **end at the 50-minute mark**.

使用桌機或筆電的同學，請在**48分以前**將教材存成PDF檔

使用手機或平板的同學，記得**每一頁都要使用「畫面截圖」**喔

Tutors, please remind desktop and laptop users to save the PDF file **before the 48-minute mark**.

Remind smartphone and tablet users to take a **screenshot of every page**.

## INTERNET CONNECTION 網路設備提醒

請自行評估網路條件，是否可以**使用手機或平板上課**。因網路不穩定而無法正常上課時**不**退還點數

Students, please ensure your Internet connection is fast and stable enough to take classes on mobile devices. Credits will not be returned due to unstable connections

# Warm-up: Cause and Effect

- |   |  |
|---|--|
| 1. Because the new business was given a loan,         | A. so investors lost all of their money. |
| 2. We had no idea of our expenses,                    | B. has the newest technology.            |
| 3. The company went bankrupt,                         | C. it had more capital to spend.         |
| 4. Apple is very innovative, and                      | D. everyone knew what the CEO had done.  |
| 5. Because the organization was featured in the news, | E. so we had to make an estimate.        |

Match the sentence parts.

# Warm-up: Question and Answer

1. What would you like to do after university ?

A. Maybe not. They don't see eye to eye!

2. Do you have enough money to start a business?

B. I'd like to be an entrepreneur.

3. What does his company invest in?

C. Natural resources and property.

4. How did she give you a helping hand?

D. By giving me some advice on innovation.

5. Will they start a partnership?

E. Our capital should be enough.

**Match the questions with the best answers.**

# Vocabulary: Terms

#	Term		POS	Sample Sentence
1	entrepreneur	創業者	_____	Many entrepreneurs are creative people who want to work for themselves.
2	profile	檔案	_____	My company profile has my name, department, and a short bio about my education and experience.
3	capital	資金	_____	Blair failed to open a bakery because of a lack of capital.
4	investor	投資人	_____	The recent scandal scared away many investors from that company.



Identify the parts of speech (POS).

# Vocabulary: Terms

#	Term		POS	Sample Sentence
1	innovative	創新的	_____	Smartphones are an innovative technology that has revolutionized communication.
2	innovation	創新	_____	Innovation is key to business success.
3	estimate	估價	_____	The estimate doesn't need to be an exact amount, just a good guess about how much the project will cost.
4	estimation	評斷	_____	The estimation process takes three hours.



Identify the parts of speech (POS).

# Vocabulary: Phrases

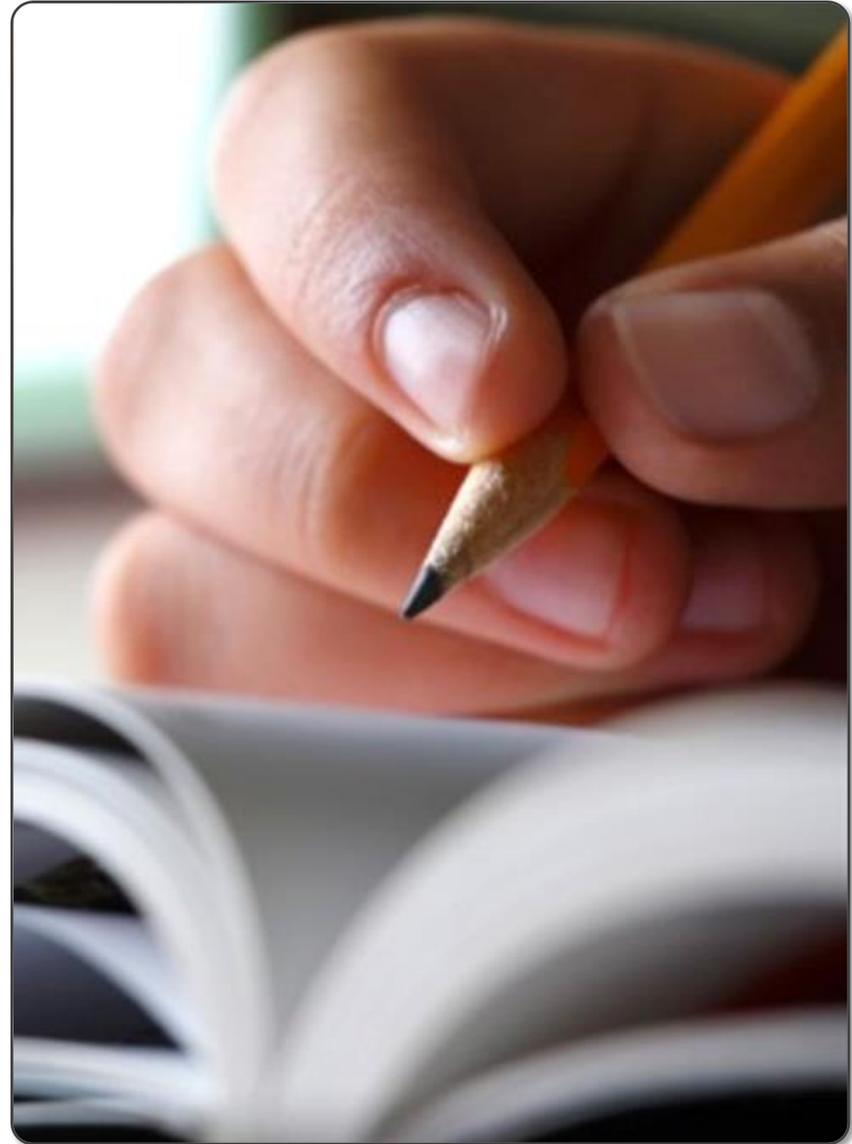
#	Phrase		Sample Sentence
1	give/lend (sb.) a helping hand	有幫助的	Initially, I didn't have sufficient funds, so my uncle offered to lend me a helping hand, to cover the start-up costs.

Make your own sentences using the phrase(s).

# STRATEGY PRACTICE

## Part 7: Reading Comprehension

1. Skim and Predict
2. Scan for Keywords
3. Skim and Summarize



# Skim and Predict

**Directions:** On the next slide, you will skim three questions. You will only see the questions for five seconds. Then, based on the questions, you will say what the Reading might be about.

# Skim and Predict

1. What happens to many new ideas before they take off?
2. How does Kickstarter help new businesses?
3. How did Pebble E-paper Watch Project start?

# Skim and Predict

1. Based on those questions, what might the Reading be about?

# Scan for Keywords

**Directions:** On the next slide, you will scan some text. You will only see the text for ten seconds. Remember what the text says about the words below.

1. **entrepreneurs**
2. **crowdfunding**
3. **business plan**

# Scan for Keywords

Kickstarter connects entrepreneurs with potential investors. Since 2009, Kickstarter has shown a lot of success with its crowdfunding ideals. All it takes is to have an idea for a business. From there, users create a profile, upload a business plan, and an estimate for the project.

# Scan for Keywords

What did the text say about these words?

1. entrepreneurs
2. crowdfunding
3. business plan

# Skim and Summarize

**Directions:** On the next slide, you will skim some text. You will only see the text for five seconds. Then, you will say the main point of the text.

# Skim and Summarize

The Pebble E-paper Watch Project started out with an initial goal of raising US \$100,000 but ended up receiving more than 100 times that funding, with over \$10 million in start-up capital.

# Skim and Summarize

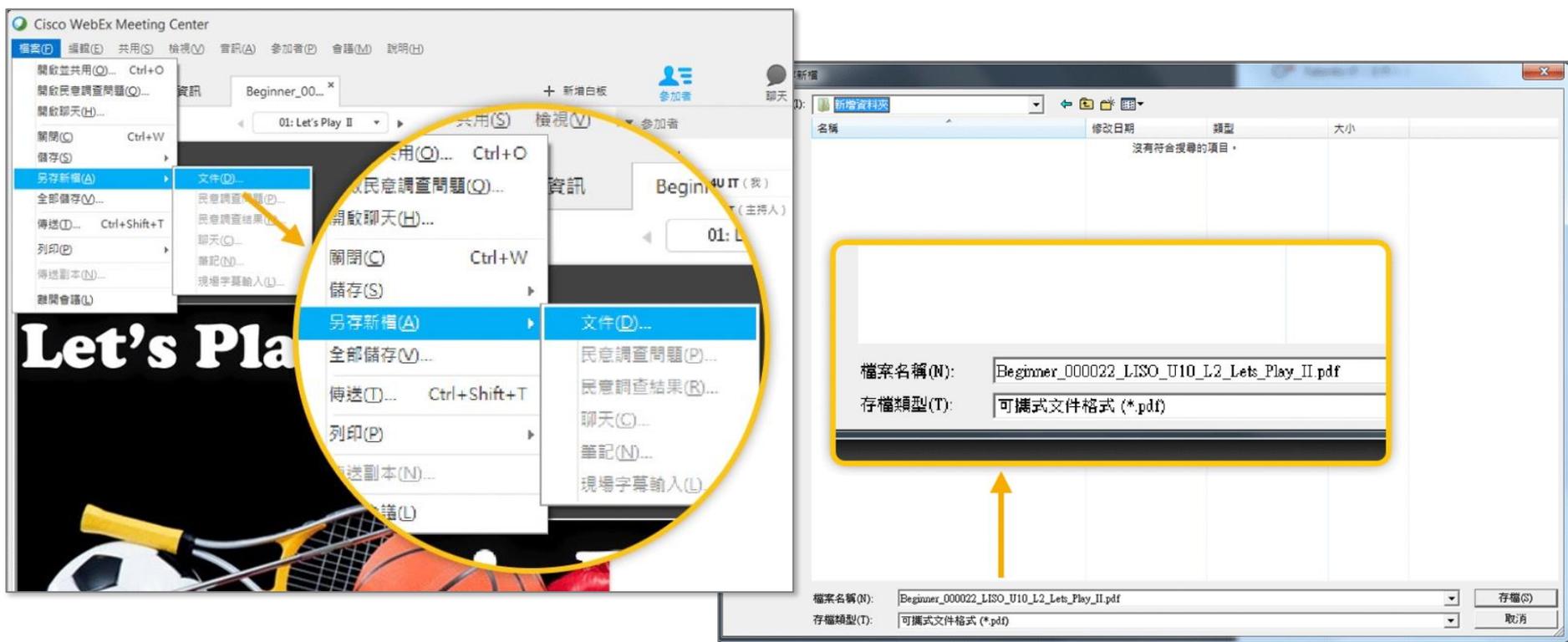
1. What is the main point of the text?

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# Reading Comprehension



Many young entrepreneurs dream of starting up their own business, or seeing their ideas become innovative inventions. Sadly, many new ideas are often tossed into the garbage before they can take off, mostly due to start-up costs. Fortunately, a website called Kickstarter is lending a helping hand to new businesses.

Kickstarter connects entrepreneurs with potential investors. Since 2009, Kickstarter has shown a lot of success with its crowdfunding ideals. All it takes is to have an idea for a business. From there, users create a profile, upload a business plan, and an estimate for the project. Investors can browse portfolios and choose to invest any amount they wish into any business. Once the start-up goal has been reached, it's just a matter of

putting the plan into action.

The Pebble E-paper Watch Project started out with an initial goal of raising US \$100,000 but ended up receiving more than 100 times that funding, with over \$10 million in start-up capital. If a project is successful, profits are not shared with the investors. Instead, rewards are given out by business owners in the form of thank-you's, one-of-a-kind experiences or other tangible rewards, such as tickets, free products or advertising partnerships.

- A. Why is it hard to realize ideas?
- B. If you have an idea, what steps should you follow when using Kickstarter?
- C. In what form are rewards given out by business owners?

**1) Read the questions. 2) Listen and read along. 3) Answer the questions.**

# Reading Comprehension

## 1. What does Kickstarter do?

- A. It funds new businesses by loaning out money.
- B. It allows new businesses to connect with investors.
- C. It helps entrepreneurs find tools to build their businesses.
- D. It shares great business opportunities with entrepreneurs.

## 2. How are potential investors rewarded for their help?

- A. Free products or services from the project they funded.
- B. They receive approximately five percent of the profits.
- C. A unique experience and apology from the company.
- D. Nothing at all.

Answer the questions.

# Discussion

1. What character qualities do you think a good entrepreneur needs?



2. Would you use crowdfunding to start your own business? Why or why not?



# Notes



**Please save your file.**



**Rockin' it!**