

Answers to Exercises

C) Key Words from Context

Based on the context of the article, can you match the words in the box to the definitions listed below? Then add the word into the example sentence. You may need to change the form of the word to fit the meaning of the sentence.

to acquire	to overcome	to aspire	to capitalize
to dig deep	on point	to resonate	wide of the mark
sceptical	compelling	extensive	to gain a foothold

1. To take advantage of an opportunity: **to capitalize**

*"We should **capitalize** on the strong market situation."*

*"I want to discuss how we can **capitalize** on current trends."*

2. Doubting or questioning the truth or value of something: **sceptical**

*"I'm a bit **sceptical** about the results of the market research—they only asked 50 people in the survey. I think we need to make it more extensive."*

3. Accurate, appropriate, or exactly right: **on point**

*"Your pitch was completely **on point**—clear, confident, and short."*

*"The branding is really **on point** for our target audience."*

4. To strongly desire to achieve something, especially long-term: **to aspire**

*"We **aspire / are aspiring** to become the leading name in our industry."*

*"Many junior team members **aspire** to acquire leadership roles—we should support that."*

5. Strongly persuasive, interesting, and emotionally engaging: **compelling**

*"The presentation was really **compelling**. I had so many questions at the end."*

*"We need a more **compelling** message if we want to get investment."*

6. To get something, such as knowledge, skills, resources or clients: **to acquire**

*"We want to **acquire** new customers in our region."*

*"Thanks to our hard work, we have successfully **acquire** new investment for the project."*

7. To get a starting position in an industry or market from which you can then grow: **to gain a foothold**

*"We've finally **gained a foothold** in the European market."*

*"This new feature should help us **gain a foothold** among younger users."*

8. Inaccurate or not aligned with expectations or goals: **wide of the mark**

*"Their sales projections were **wide of the mark**. We achieved much lower sales than expected. Our targets for the next quarter need to be a bit more realistic."*

*"Our targeting for the ad campaign was a bit **wide of the mark**. We need to focus on a slightly older audience."*

9. To be meaningful or appealing to someone: **to resonate**

*"Our message needs to **resonate** with a younger audience."*

10. To research something in a lot of detail, further than just the surface level: **to dig deep**

*"We need to **dig deep** into user behavior before finalizing the UX design."*

*"In our interview with a potential client, we need to **dig deep** into their needs, so that we can give them what they want."*

11. To successfully deal with or defeat a problem or challenge: **to overcome**

*"We **overcame** major tech issues, and the launch was successful."*

*"We have lost a client, but I believe that we can **overcome** this setback."*

12. Large in amount or range: **extensive**

*"The report includes **extensive** data on market behavior from the past 5 years."*

*"We did **extensive** testing before the app went live."*

D) Comprehension

Can you answer the questions below about the text?

1. Why was Levi Roots unable to capitalize on his sauce's popularity in the days before he went on Dragon's Den?

Because he could only produce a small amount from his home kitchen and had no formal business knowledge. He also approached several banks for investment but was rejected.

2. List some reasons for which appearing on TV's Dragon's Den could make an aspiring entrepreneur nervous.

- **The investors (Dragons) watch silently and intensely.**
- **Entrepreneurs must be confident and accurate with financial projections.**
- **They face tough questions and quick decisions.**
- **Deals can be lost in just a few minutes.**

3. **TRUE OR FALSE** - Aspiring entrepreneurs are expected to talk about the current state of their company's finances on Dragon's Den.
True
4. **TRUE OR FALSE** - If a Dragon is interested in a pitch, they are guaranteed a stake in the company.
False - If Dragons are interested, they need to compete with other Dragons to offer the best deal for the aspiring entrepreneur. Then the entrepreneur needs to accept the deal.
5. **TRUE OR FALSE** - All Dragons liked Levi Roots' honesty in the den.
False - Some Dragons criticised his inaccurate projections, such as the claim that he had an order 2.5 million litres of the sauce.
6. **TRUE OR FALSE** - Levi Roots managed to change the opinions of some of the dragons in the den.
True
7. What 3 lessons can entrepreneurs learn from Levi Roots' story?
 - Be authentic and true to your personality.
 - Take opportunities and step outside your comfort zone.
 - Persevere despite rejections and setbacks.
8. Based on these lessons, what do you think the phrase 'stay true to' means?
It means to remain authentic and honest about who you are, including your values, personality, and story, rather than pretending to be something you're not.
9. What does Levi Roots think would have decreased his chances of acquiring investment in the den?
He believes that if he had been "all business-like" and got all his numbers perfect, he wouldn't have stood out or received the investment. His authenticity and personality were more important than technical perfection.

E) Key Words in a New Context

Below you can find a paragraph. Can you fill in the gaps in the paragraph with the words and phrases from the box below? One of the words is used twice.

acquire (x2)	acquired	aspired	capitalize
extensive	extensively	resonate	wide of the mark
sceptical	compelling	overcome	gained a foothold

Starting my Own Business

After being rejected for an excellent job at the final stage of long interview process last year, I decided that it was finally time to start my own business. I had always **aspired** to start my own business, and I thought that this would be the best way to **overcome** the disappointment from the interview. Unfortunately, I had no financial support from family

or friends, because they were all a little **sceptical** about the idea, so I knew that I had to **acquire** all of the skills, knowledge and investment for myself.

I carried out **extensive** research into the best platforms for building my own site and posting **compelling** content for social media that would hold the attention of my target audience. At the beginning, my content didn't really **resonate** with my audience because my targeting was slightly **wide of the mark**. However, after testing my content **extensively** across different audiences and locations, I finally **acquired** my first clients.

After I had **gained a foothold** in the market with my first few clients, I was able to **capitalize** on my popularity by obtaining positive reviews to put onto my site. I then started to **acquire** clients very quickly, and I now make much more than I would have done if I had got the job I applied for 1 year earlier!