

Unit 15 – Venture capital

Exercise based on Vocabulary 1, page 79

rysy služeb a jejich užitky pro zákazníky = _____

zaplnit mezeru v sortimentu výrobků = _____

jmenovat poradce na základě jeho obchodních zkušeností = _____

zahrnout cenovou strategii do finančního plánu = _____

nastínit únikovou strategii = _____

tržby požadované k dosažení bodu zvratu = _____

předpokládané finanční výkazy a předpovědi tržeb = _____

ocenit udržitelnou konkurenční výhodu = _____

předvídat silné stránky a překonávat slabé stránky = _____

životopis umístěný v příloze = _____

Listening 2, page 76: Listen to the talk and answer the following questions:

1. What is typical for investing by venture capitalists?

They don't _____ but _____; it means that they must also _____ from _____.

2. What is the general source of investing capital for venture capitalists?

It's the _____, i.e. _____ and _____.

3. How much of their money do these capital-providers spend on investing?

It is _____ of their _____.

4. How is this capital for investing acquired and subsequently managed?

The money comes from _____ and the institutions raise it _____ and they _____ within _____; in other words, they spend the first half by _____ and the second half by _____.

5. What usually happens if it is not possible to get the invested money back within the given period?

Most of such investments is just _____ in the _____ and assisting them to get to a state where they could _____ or _____ on _____, so you may _____ the invested capital.