



5 Reading

(topic areas: *Entrepreneurship / Food and nutrition*)

Read the article about an entrepreneur from Sydney who created the world's most nutritious instant noodles.

First decide whether the statements (1–6) are true (T) or false (F) and put a cross (☒) in the correct box. Then identify the sentence in the text which supports your decision. Write the first four words of this sentence in the space provided. There may be more than one correct answer; write down only one. The first one (0) has been done for you.

(task type: True/False ▶ Testformate, S. 8 f.)



“I wanted to create the world's most nutritious instant noodles”

1 In March 2014, the future looked bright for Damien Lee and his Internet start-up, *Designed Gadgets*. “We were 10 months in with a team of 25,” recalls the Sydney-born entrepreneur, 5 who sold his executive search firm and moved from London to Bournemouth to set it up. “I was back by the beach and we had just secured our first round of external funding – it was high-fives all round.”

10 Less than a week later, his life was turned upside down. “I was diagnosed with late stage-four cancer and told that I only had a few weeks left,” says the father of two. “I wanted to see my boys grow up, so I got motivated and changed my 15 lifestyle.” Lee went on strict diet, reducing or cutting out salt, sugar and saturated fats from what he ate. “I cleaned up inside, took all the treatment thrown at me and 12 months later was lucky enough to be in complete remission.”



20 Wanting to have another crack at launching his start-up by the sea, he began to research instant noodles during chemotherapy. “I found about 100 billion products sold globally each year, but hardly any real ingredients,” says the founder, 25 whose healthy lifestyle inspired him to launch

Mr Lee's Noodles in 2016. “I wanted to create the world's most nutritious convenient noodles.”

His focus on using high-quality ingredients such as freeze-dried meat and vegetables brought up the pot price. “I was warned against charging 30 £2.50 when people could pick one up for a pound.” But customers were eating better and would be willing to spend more on something low in sugar and calories, he figured. “Other companies dumbed down their products in a 35 race to the bottom, so I went the other way.”

He also wanted to sell his products through smart vending machines on university campuses and hospitals. He envisioned a kiosk that could serve hot noodles and collect customer data, such as 40 gender, age group and footfall. The information could then be used to deliver targeted ads on a built-in screen display and provided to site owners to help them plan spaces more efficiently and safely. 45

“Naively, I thought that I could just pick one up, but it didn't exist,” says Lee. “The low price point was the issue, as you had to sell a lot of noodles to get a return on investment.” His pricing worked, so he designed his own kiosk, 50 raising some funds via friends and family to get started. He wrote a business plan and mocked up images of the pots and kiosks. “I essentially went to market without a product,” says the business owner, whose first customer was the 55 food service company, *Compass Group*. “It's all about selling your backstory, belief and vision – and it's a good way to test buyer enthusiasm without committing lots of money only to discover that you've got a dud.” 60

In the UK, *Mr Lee's Noodles* are sold via *Ocado*, *Amazon*, hotels, farm shops and at stations and on trains across the South West and East Midlands. It has six flavours, including *Hong Kong Street Beef* and *Tai Chi Chicken*. The 17-employee company is projected to hit a global turnover of £3.9 million this financial year.

Growth has been financed by more than £9.1 million of fundraising, including crowdfunding,

private equity and most recently, £3.9 million from two undisclosed backers. Lee thinks that it's harder to raise smaller sums. "It's more time-consuming and more questions are asked when you're chasing £20,000 in the early days." His advice is to understand the motivation of investors. "They need to be aligned with your thinking and brand and so on – don't just take the easy money."

- 0 Damien fought hard to recover from his illness for his family.
- 1 Damien began to look into his new idea during cancer treatment.
- 2 Damien was advised to charge more because people were eager to buy healthier food.
- 3 One idea for the noodles was that they should be sold in public spaces.
- 4 Damien hired a specialist to help build something that would automatically sell the noodles.
- 5 To sell something, it is important to include details about yourself.
- 6 According to Lee, the more money you ask for, the more difficult it is to get.

	T	F	Justification (First four words)
0	x		I wanted to see
1			
2			
3			
4			
5			
6			



Listening tasks

1 Listening

(topic areas: Environment / Society)

(▶ Tracks 1 + 2 / duration: 01:22:39 + 03:41:04)

You are going to listen to Melati and Isabel Wijsen from the Indonesian island of Bali, who are campaigning to ban plastic bags.

First you will have 45 seconds to study the task below, then you will hear the recording twice. While listening, complete the sentences (1–7) using a maximum of four words. Write your answers in the spaces provided. The first one (0) has been done for you.

After the second listening, you will have 45 seconds to check your answers.

(task type: Short answers ▶ Testformate, S. 10)

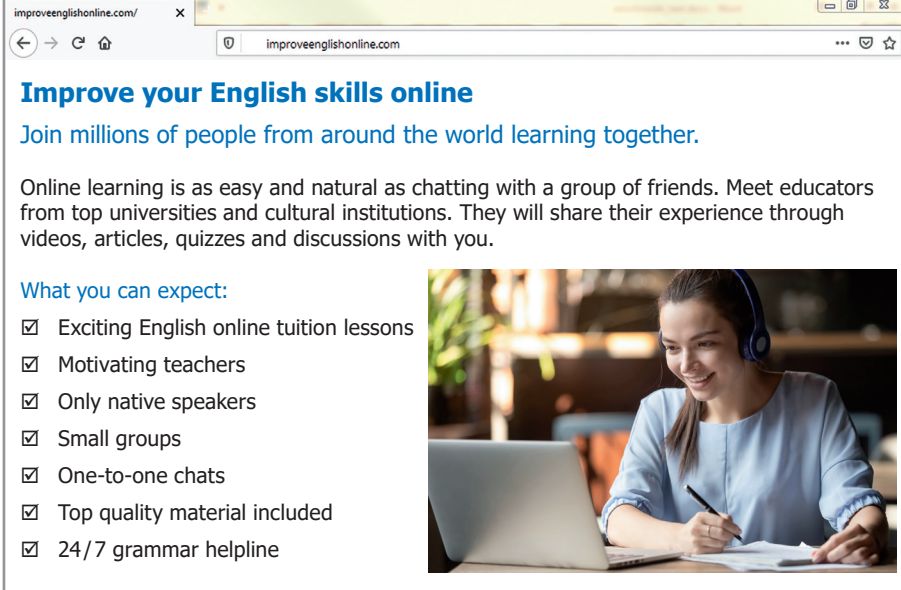
Teens want to ban plastic bags in Bali

0 The only permanent way to solve the plastic problem is _____.	<i>waste management</i>
1 The work began when children noticed the _____.	
2 The solution to fighting Bali's pollution problem must begin in _____.	
3 To show that non-plastic items exist, the group provides _____.	
4 Businesses that help the group's goals receive _____.	
5 The group wants other children abroad to _____.	
6 The group made an international display when it presented on _____.	
7 The general population thinks differently about the environment after starting a _____.	



Sample task

You did an online English language course at *improveenglishonline.com* to improve your English skills. Unfortunately, the online course did not meet your expectations. Therefore, you have decided to write an e-mail of complaint to the organisation saying what the problems were.



Improve your English skills online
Join millions of people from around the world learning together.

Online learning is as easy and natural as chatting with a group of friends. Meet educators from top universities and cultural institutions. They will share their experience through videos, articles, quizzes and discussions with you.

What you can expect:

- Exciting English online tuition lessons
- Motivating teachers
- Only native speakers
- Small groups
- One-to-one chats
- Top quality material included
- 24/7 grammar helpline

In your **e-mail of complaint** to the online organisation you should

- **say who** you are and when you attended the online course
- **describe** the problems you want to complain about in detail
- **emphasise** your dissatisfaction by asking for compensation.

Write around **220 words**.

Please note:



say ➡ You have to give information about something.

describe ➡ You have to write what something/someone is like.

emphasise ➡ You have to state that something is especially important.



Sample e-mail of complaint

From: julia.mueller@gmail.com
To: office@improveenglishonline.uk
Subject: Complaint about online course

Dear Sir or Madam

My name is Julia Müller and I attended an online course with your company from July to October 2019. I was hoping to improve both my written and oral English skills using your services. I am writing to complain about my experience.

Unfortunately, I was not satisfied with the quality of your product. You said that students could expect only native speaker teachers. However, I had the feeling that my level of English was sometimes better than that of the instructors. If they were native speakers of English, they were not necessarily experts in the language. Top quality learning material was also guaranteed in your offer, but I have found the material to be less useful than what I already have from school.

I saved my own money to pay for this course and I am not satisfied with the results. I spent a lot of time and effort to improve my English during my summer holidays, but I do not feel like your services helped me improve. If possible, I would like a full or partial refund for the course. If you have improved your offers or services in the meantime, I would be willing to attend another course free of charge as compensation.

Thank you for your understanding and please reply at your earliest convenience. I look forward to hearing from you.

Yours faithfully

Julia Müller

your and your recipient's e-mail address

appropriate subject line

appropriate salutation

reasons for your writing

*clear structure
(using paragraphs and appropriate linking devices)*

closing

finishing off your e-mail

signature