

**The 7 Steps -**  
**January**



**1. CONTEXT**



**Ride-hailing**

**Listening Questions 1**

1. What does ride-hailing involve?  
\_\_\_\_\_.
2. When was Lyft founded and what kind of company was its forerunner?  
\_\_\_\_\_.
3. How many riders did they have in North America in 2018?  
\_\_\_\_\_.
4. When did Lyft launch its IPO and how much was the company valued at after its first day of trading?  
\_\_\_\_\_.
5. What technology is Lyft trying to develop?  
\_\_\_\_\_.

**Listening Questions 2**

1. In what year was Uber founded and where are their headquarters located?  
\_\_\_\_\_.
2. How many airports does Uber serve?  
\_\_\_\_\_.
3. What was Uber Eats originally called and when did they launch in Japan?  
\_\_\_\_\_.
4. What's JUMP and where can the service be found?  
\_\_\_\_\_.
5. How much revenue did Uber generate for the quarter that ended on June 30, 2019?  
\_\_\_\_\_.

**3. LISTEN**

Listen and answer the questions using full sentences. Circle the number of times and % you understood.

| Listening 1 |   |   |   |   |
|-------------|---|---|---|---|
| 1           | 2 | 3 | 4 | 5 |
|             |   |   |   |   |
| %           | % | % | % | % |

| Listening 2 |   |   |   |   |
|-------------|---|---|---|---|
| 1           | 2 | 3 | 4 | 5 |
|             |   |   |   |   |
| %           | % | % | % | % |

**Discussion Questions**

1. Have you ever used a ride-hailing service? What was it like?
2. What are some of the impacts, both positive and negative, of the emergence of this kind of business?

#### 4. CHECK ANSWERS

☐

Read through the transcript and underline the answers. Check them against your own answers.

#### 5. CHECK VOCABULARY

☐

Read the transcript and circle any new vocabulary you find. Look them up and add them to your list.

#### 6. READ ALOUD

☐

Read the transcript aloud at least 5 times, focusing on intonation and pronunciation.

|   |   |   |   |   |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
| 1 | 2 | 3 | 4 | 5 |

#### 7. SHADOWING

☐

Say the transcript aloud at the same time as the audio without reading it. Circle how many times below.

|   |   |   |   |   |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
| 1 | 2 | 3 | 4 | 5 |

### TRANSCRIPT 1

Depending on where you live, taking a taxi or a train to get somewhere may not be your only choice. The last decade or so has seen ride-hailing become increasingly popular in many cities, with two of the best-known companies being Uber and Lyft.

Ride-hailing is where passengers, or riders, can use an app on their smartphone to get a ride in a variety of vehicles, some of which are owned by the driver.

Lyft was founded in 2012 but the company's **forerunner** was called Zimride, a carpool matching service for universities and companies established in 2007. Lyft say they served more than 30 million riders in the U.S. and Canada in 2018. In March 2019 Lyft launched their IPO and by the end of their first day of trading the company was valued at more than \$25 billion.

Both Lyft and Uber are preparing for a world **populated** by self-driving vehicles. Lyft offers some riders the chance to get to their destination in a self-driving car as part of their development program. A "pilot" and "co-pilot" are in the car to make sure everything goes according to plan.

| Forerunner | Populate | Transportation | Fleet | Post |
|------------|----------|----------------|-------|------|
|------------|----------|----------------|-------|------|

Fill-in the blanks with the appropriate word / phrase above:

- The company is expected to \_\_\_\_\_ a profit next quarter after failing to do so in the previous two quarters.
- The \_\_\_\_\_ to the smartphone was the cellphone.
- Lyft's \_\_\_\_\_ includes cars, SUVs, and electric bicycles.
- In the near future, the skies above cities will be \_\_\_\_\_ by drones delivering packages.
- The quality of the \_\_\_\_\_ system in a city can be a determining factor in whether people want to live there.

### TRANSCRIPT 2

One of Lyft's competitors is Uber which was founded in 2009. Like Lyft they are based in San Francisco and also like Lyft they went public in 2019. A visit to Uber's website shows that rides are available in over 700 cities and more than 500 airports around the world including Narita and Haneda in Japan.

Uber Eats, launched in Los Angeles in 2014 as UberFRESH, is another one of their businesses. Uber Eats came to Japan two years later.

Another way Uber customers can get where they need to go is with JUMP, the company's **fleet** of electric bicycles and scooters. As of late 2019 Uber offered this service in over 20 cities in North America as well as several locations in Europe and New Zealand.

In addition to getting people around on the ground, Uber is looking to provide **transportation** options for the skies. Uber is developing a ridesharing service called Uber Air which is scheduled to begin commercial flights in 2023. For the quarter that ended on June 30th, 2019, Uber reported revenue of approximately \$3 billion but **posted** a loss of roughly \$5 billion.