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Vocabulary: Business 词汇: 商业

If a stranger offered you money to keep a suitcase in your spare room, would you accept? How about the other way round: if you had too many belongings, would you consider trusting someone you met online with their **safekeeping**? Anthony Paine believed enough of us would answer 'yes' to these questions to launch his own **startup**, Stashbee. His business links people with space to those who need it.

And it's just one **player** in the booming 'sharing economy', an industry that relies on people renting out things like their beds, bikes and even parking spaces. Airbnb, a company valued at 200bn RMB, provides a platform for those renting property **short-term**. DogVacay pairs **holidaymaking** pet owners with pet-**friendly** hosts, and aims to be **profitable** by 2017.

All their **business models** revolve around one simple word: trust. So, how does Stashbee **measure up**? BBC journalist Dougal Shaw decided to try it out for himself. He had some **odds and ends** to store while **renovating** his house, and met a host through the site who could keep them for 475 RMB for two months. All relatively smooth and **painless**.

Heavyweights in the traditional storage industry, such as Big Yellow and Access, aren't convinced. A representative from Access told Shaw he was sceptical about storing with "amateurs". He cited **24/7** access to the items and better security as the main advantages of his service. Cost-**wise** it would **set you back** an extra 160 RMB to store with them.

Stashbee agree that tackling security concerns is important, but say business success depends more on people overcoming a **distrust** of strangers we've been taught since childhood. They aren't alone. Companies such as Costockage, Roost and Spacer all run similar storage businesses, and are all **banking on** a shift in consumer attitudes.

And the concept of social storage doesn't stop there. CityStasher believe there's **a gap in the market** for those who want to store things for extremely short periods of time. For example, if you have three hours to kill in a city before your train leaves, what do you do with your suitcase? CityStasher hope you will choose to leave it at a local newsagent, found through their website of course, rather than in the station's **pricier left luggage office**.

Would you try it out? It's a question of trust.

词汇表

safekeeping	(贵重物品的) 妥善保管
startup	刚起步的小公司
player	主要参与企业
short-term	短期地
holidaymaking	在外度假的
-friendly	对……友善的 (词缀)
profitable	有盈利的
business model	商业模式
to measure up	达到 (标准)、满足 (期望)
odds and ends	零碎的杂物
painless	轻而易举的
heavyweight	行业巨头
24/7	全天候的
-wise	在……方面 (词缀)
to set (you) back	花掉 (你) 一大笔钱
distrust	不信任
to bank on	指望
a gap in the market	市场缺口, 市场空白
pricey	贵的, 价格高的
left luggage office	行李寄存处

测验与练习

1. 阅读课文并回答问题。

1. Do Stashbee provide storage space?
2. Which word means 'things you own'?
3. What do Stashbee consider to be the biggest obstacle to success?
4. True or false: DogVacay arrange vacations for dogs
5. What main advantage does CityStasher have over a traditional storage company in a station?

2. 请你在不参考课文的情况下完成下列练习。选择一个意思合适的单词填入句子的空格处。

1. I expected moving house would be a nightmare, but in the end it was quite _____.

painless	pricey	heavyweight	sceptical
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2. These shoes will _____ 2,000 RMB, but they'll last forever.

set backing	setting you back	set back	set you back
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3. We're _____ good weather tomorrow for our walk in the forest.

banking on	safekeeping	banking	bank on
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4. The restaurant wasn't child _____. There was nowhere to leave the buggy.

-term	-friendly	-wise	-ways
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5. You're losing money. You need to change your business model if you want to be _____.

measure up	banking on	profitable	heavyweight
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答案

1. 阅读课文并回答问题。

1. Do Stashbee provide storage space?

No. They connect people who have storage space to others who need it.

2. Which word means 'things you own'?

Belongings.

3. What do Stashbee consider to be the biggest obstacle to success?

They believe that overcoming the distrust people learned as children is the key to success.

4. True or false: DogVacay arrange vacations for dogs

False. DogVacay help people going on holiday to find a host they can leave their pet with.

5. What main advantage does CityStasher have over a traditional storage company in a station?

The main advantage mentioned in the article is that storing with CityStasher is cheaper than using left luggage in a station.

2. 请你在不参考课文的情况下完成下列练习。选择一个意思合适的单词填入句子的空格处。

1. I expected moving house would be a nightmare, but in the end it was quite **painless**.

2. These shoes will **set you back** 2,000 RMB, but they'll last forever.

3. We're **banking on** good weather tomorrow for our walk in the forest.

4. The restaurant wasn't child-**friendly**. There was nowhere to leave the buggy.

5. You're losing money. You need to change your business model if you want to be **profitable**.