EAP Power Up Unit 4

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Course Title: Academic English Reading and Writing for Business and Management

Weekly Topic: Changes and Trends in Financial Technology

Warm-Up

This warm-up section will introduce you to the world of financial technology, or fintech, highlighting its significant impact on global economies and the rapid adoption of its services. Through this discussion, you will familiarize yourself with the key changes and trends that have shaped this multi-billion-dollar industry.

Watch the video titled "What is Fintech?"
https://www.youtube.com/watch?v=-EoNrg_DR3s and answer the questions.

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- What is the main theme of the video?

- How much has been invested in the fintech sector since 2010?

- What was the investment growth rate in 2017?

- What are some of the innovative technologies and business models mentioned that are changing the financial services industry?

- What are some of the challenges and risks associated with the growing fintech industry as mentioned in the video?

Useful Strategies and Language

When analyzing social and business trends, line graphs are effective tools for visualizing changes over time and predicting future trends. In this unit, we will learn how to describe trends and changes shown in line graphs.
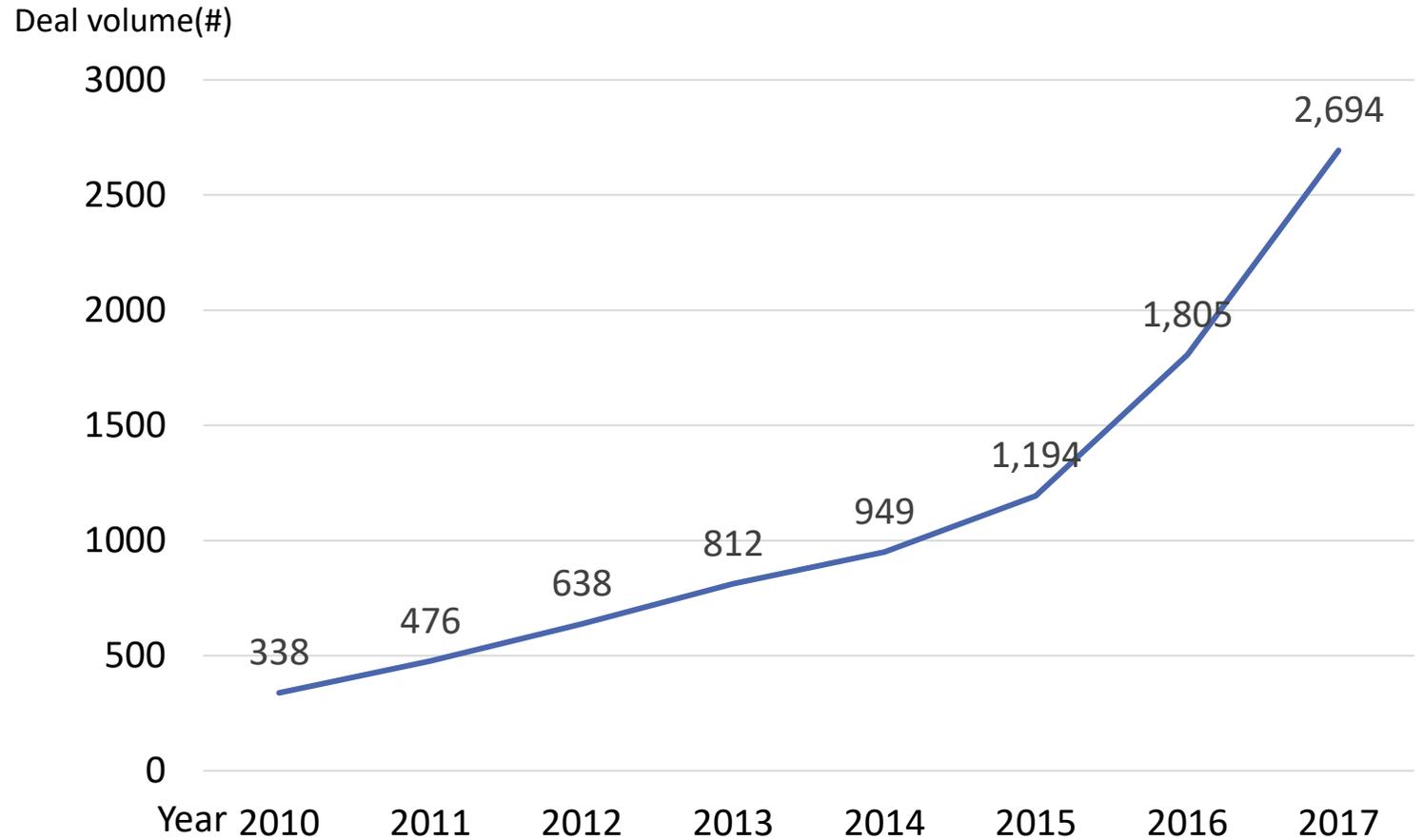

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Line Graphs (1): Analyze the Changes in Phenomena

As mentioned in the warm-up section video, "Global investment in the fintech sector has added up to nearly $100 billion since 2010. In 2017 alone, fintech investment surged 18%." Let us now learn how to analyze the changes in fintech from 2010 to 2017 using the line graph .

Global Fintech Deal Volume from 2010 to 2017

Year	Deal volume(#)
2010	338
2011	476
2012	638
2013	812
2014	949
2015	1,194
2016	1,805
2017	2,694

Deal volume(#)

3000

2,694

2500

2000

1,805

1500

1,194

1000

949

812

638

476

500

338

0

Year 2010　2011　2012　2013　2014　2015　2016　2017

(A)   Describing overall changes

- The graph shows that global fintech deal volume **increased** significantly from 338 in 2010 to 2,694 in 2017, demonstrating rapid growth in the sector.

- The line graph indicates that throughout the seven-year period, there was a consistent **rise** in global fintech deal volume, escalating from just 338 deals in 2010 to an impressive 2,694 deals by 2017.

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❧描述減少、降低的詞:

decline (v., n.), **decrease** (v., n.), **fall** (v., n.)

❧描述增加、上升的詞:

rise (v., n.), **increase** (v., n.)

❧請注意以上詞彙均可作動詞與名詞使用

(B) Describing sharp declines and rises

- In 2017, global fintech deal volume **shot up** to 2,694, showcasing a significant **surge** in activity compared to the previous year.

- Between 2015 and 2016, global fintech deal volume **rose sharply** from 1,194 to 1,805, reflecting a **surge** in market activity.

- The number of fintech deals **soared** in 2017, reaching a peak of 2,694, up from 1,805 in 2016, as the industry's growth continued to accelerate.

- Global fintech deal volume **rocketed** from 338 in 2010 to 2,694 in 2017, reflecting exponential growth throughout the period.

📑 描述急降的詞彙:

sharply (adv.) 急遽地，例：fall/drop sharply意為急遽下降，sharply也可用 drastically代換

sharp (adj.) 急遽的、驟然的，例：a sharp fall意為驟降，也可以說a drastic drop

plunge (v.) 驟然下降、大幅下跌

📑 描述急升的詞彙:

shoot up (v. phr.) 急速增加、暴漲

surge (v.) 急遽上升、陡增，也可以用soar或 rocket代換

(C)   Describing slight changes

- Between 2010 and 2012, the global fintech deal volume showed **slight** increases, rising from 338 to 476 in 2011 and then to 638 in 2012, indicating a period of **stable** growth.

- The fintech deal volume **remained** relatively steady in the early years, with only slight increases from 338 in 2010 to 638 by 2012, reflecting a phase of gradual expansion.

- In contrast to the **slight** and **steady** growth from 2010 to 2012, the global fintech deal volume shot up dramatically from 1,805 in 2016 to 2,694 in 2017, marking a significant surge in activity.

- The period from 2016 to 2017 saw the fintech deal volume surge sharply, a stark contrast to the more **flattened** out growth pattern observed between 2010 and 2012.

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slight (adj.) 微幅的
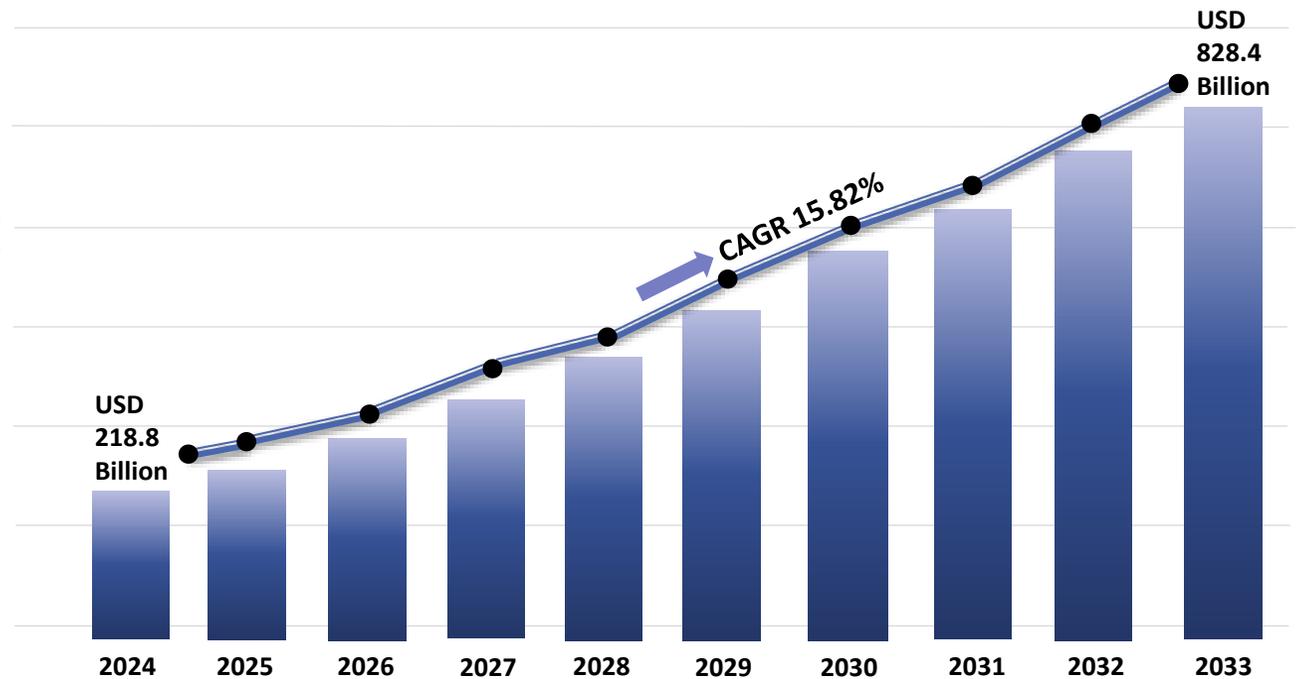
remain (v.) 維持、保持

stable (adj.) 穩定的，也可以說 steady

level off (v. phr.) 趨於平穩，也可以說 flattened out

Line Graphs (2): Predicting Future Trends

By 2024, the global fintech industry had reached a market size of USD 218.8 billion. Forecasts from the MR Group indicate that it will expand significantly, reaching USD 828.4 billion by 2033, growing at an annual rate of 15.82% starting in 2025.

Fintech Market 2025 to 2033

USD 828.4 Billion

CAGR 15.82%

USD 218.8 Billion

2024 2025 2026 2027 2028 2029 2030 2031 2032 2033

(A) Describing the overall forecast trends

- In 2024, the global fintech market size was USD 218.8 billion. It **is expected to grow** significantly, with projections from the MR Group stating that the market will expand to USD 828.4 billion by 2033. This expected growth, at a CAGR of 15.82% from 2025 to 2033, illustrates the sector's rapid expansion.

- In 2024, the global fintech market size was recorded at USD 218.8 billion. It is anticipated that the market will expand to USD 828.4 billion by 2033, with **expected growth** at a CAGR of 15.82% from 2025 through 2033.

📚**be expected to grow** 預期將成長，也可以說 growth is expected

(B) Describing the expected rapid growth

- In 2024, the global fintech market size was USD 218.8 billion. The MR Group **predicts** that by 2033, the market will experience **rapid growth** and expand to USD 828.4 billion, with a projected CAGR of 15.82% from 2025 to 2033.

📚**predict** (v.) 預測

rapid growth 快速成長

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SPEAKING TASK

Line Graph Description and Recreation

Task Content

1. **Group formation and graph selection**

- Form groups of 3–4.

- Select a line graph online that illustrates a specific trend (e.g. stock market trends, E-commerce growth, consumer price index).

2. **Graph description preparation**

Analyze your chosen graph within your group and prepare a detailed description of the trend shown. Include key points like starting and ending values, major peaks and troughs, and any noticeable fluctuations.

3. **Presentation and drawing**

- One group at a time, present your graph description to the class without showing the actual graph.

- Other groups listen carefully and attempt to draw the graph based on the verbal description provided.

4. **Comparison and Discussion**

- After each presentation, reveal the original graph.

- Compare the original graphs with the sketches by other groups.

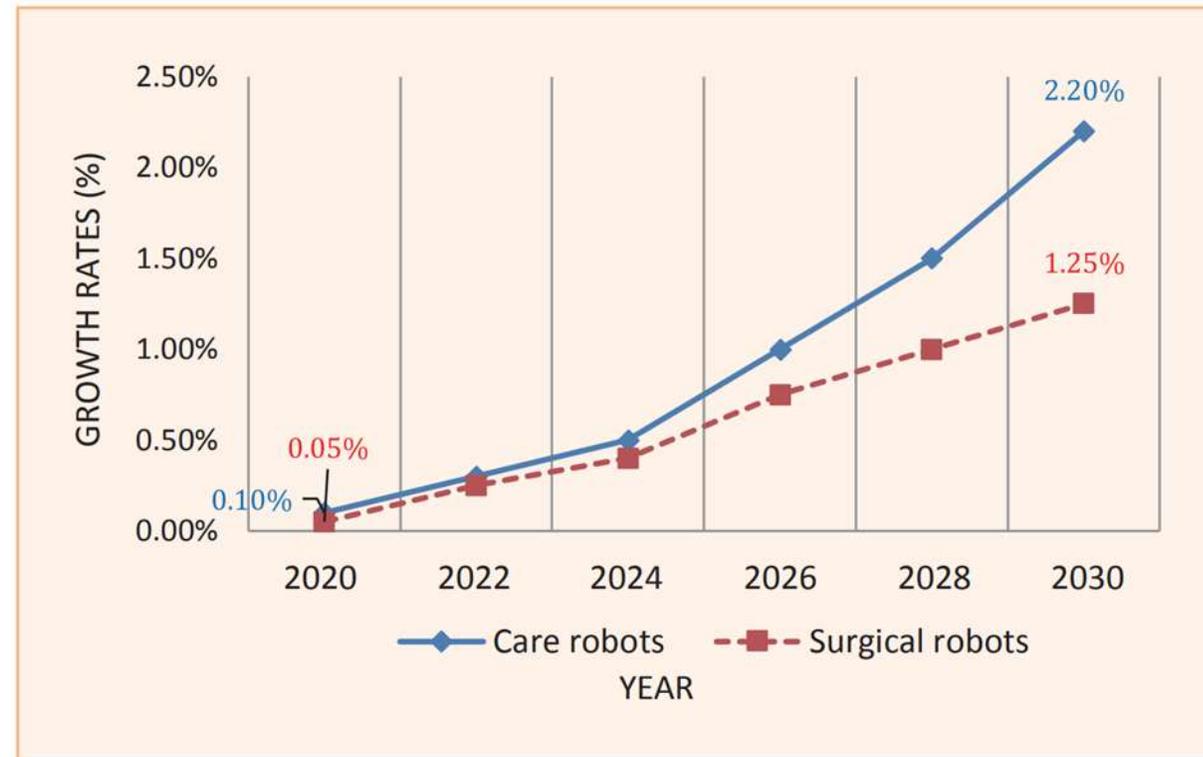- Discuss discrepancies and what could have been described more clearly.

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WRITING TASK

Projected Growth of Care and Surgical Robots in Healthcare

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Devon City Hospital: Projected market growth in health-related AI technology

Devon City Hospital recently conducted a predictive study on the future use of AI robots in the medical field. The line graph shows the research team's forecasted market growth trends for care robots and surgical robots.

Task Requirements

Based on the growth data provided in the chart, write an essay discussing the market growth trends of care robots and surgical robots from 2020 to 2030. In your essay, describe the differences in growth rates between the two types of robots. You may also suggest possible reasons for the increase in demand, such as changes in healthcare needs or advances in technology. If you think there could be challenges or problems that might slow down the growth, briefly explain them.

Your essay should be 120–150 words in length.

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🔔 Class Dismissed!