

Answer key

Comprehension 1

- 1** red tape
- 2** A
- 3** (i) website
(ii) product
(iii) videos
(iv) target
(v) reward
(vi) designer
- 4** B
- 5** over a million
- 6** i) F
ii) NG
iii) T
- 7** because crowdfunding allowed her to keep full control of the vision she had for her film
(any reasonable answer)
- 8** gamers
- 9** proactive
- 10** (i) public
(ii) traditional/conventional
(iii) compromises
(iv) loans/debts
(v) feedback
(vi) customers
(vii) attention
- 11** The intended audience is probably people who want to start their own business. This is because the speaker assumes that the audience has an idea for a product. The speaker also describes the audience as a 'genius designer' and refers to the audience's work in the last paragraph. (any reasonable answer)

12 I think the speaker is for crowdfunding. He/She is very positive about crowdfunding and gives many reasons for using it, but doesn't list any disadvantages or criticize it. He/She also describes conventional investors as 'old-fashioned'. (any reasonable answer)

- 13** i) a myriad of
ii) rapport
iii) retain
iv) snowballed