

Name: _____ () Class: _____ Date: _____

You are starting to plan for your future career and you have found an interesting speech about crowdfunding. Read the speech.

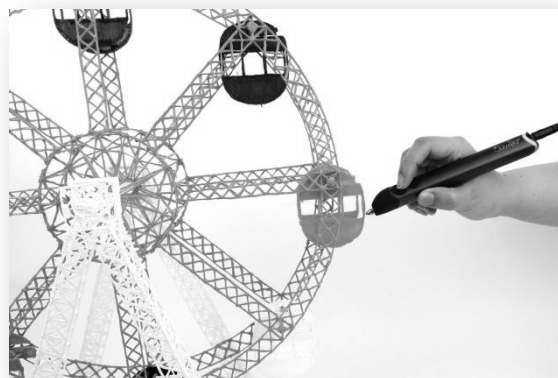
Text 1 Speech

Putting the ‘fun’ in ‘funding’!

① Good afternoon! It’s all well and good having an incredible vision for a product, but how are you going to realize it? You’ll need finance for employees, marketing, office space and a myriad of other things. The traditional way of getting funds is to apply for a bank loan, or invite a wealthy ‘angel investor’ to back your project. Both may require lots of
5 paperwork and red tape, where you are passed from one bank department to the next. Well, that’s all changed. Nowadays, there is a much simpler alternative: crowdfunding.

② Crowdfunding allows start-ups to bypass banks and get their funding directly from the public. How does it work? Set up an account on a crowdfunding website like Kickstarter or Indiegogo. Upload information about your product—for example, videos, photos, a
10 description—and set a funding target, say US\$10,000 in 30 days. If people are interested in your product and invest in it, you reward them for their support. If they pledge a few dollars, they might get a T-shirt. For a bigger investment, they could receive one of your products. Big investors might even get a meeting with the genius designer—that’s you! Crowdfunding isn’t just a small-scale fad—it’s estimated that around US\$34 billion is
15 crowdfunded globally every year.

③ Need an example? Take 3Doodler, a pen-shaped 3-D printer. Daniel Cowen, one of 3Doodler’s creators, stated that he had initially requested US\$30,000 on Kickstarter, but received over US\$2 million! Cowen said that the experience had taught him something vital: crowdfunding is about building
20 communities, as well as getting money. Unlike conventional investing, crowdfunding allows you to build a rapport with people interested in your product. You can freely communicate with each other and they can give you
25 feedback, ideas and even help you test your product. Crowdfunding is also a stepping stone towards higher sales, as your investors will probably be your very first customers! People have
30 bought over a million 3Doodlers to date.



The 3Doodler allows you to ‘draw’ in 3-D!

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④ Most crowdfunded products are tech-related, but there are exceptions. *The Age of Stupid*, a docudrama about climate change, was one of the first films to be crowdfunded back in 2009. The director, Franny Armstrong, said that she could retain complete creative control over her film through crowdfunding. If she had gone with an old-fashioned investor, they would have owned part of the film and have been able to make changes to her vision. With crowdfunding, you don't have to make compromises or be burdened with debt.



The Age of Stupid is about a man from 2055, where climate change has destroyed the world, looking back at our present time.

⑤ Another benefit of crowdfunding is free media attention for your product. In 2012, programmers asked the public for US\$2 million to develop the massively multiplayer online game *Star Citizen*. Delighted gamers generously chipped in. As word of the game spread, more and more investment poured in. The video game designers decided to expand the game, and invited more investment. Investment snowballed and the game's fame grew. This cycle repeated itself for several years. Now *Star Citizen* has over US\$150 million of investment, and is set to become one of the biggest online video games ever.



Screenshot from *Star Citizen*

⑥ Crowdfunding is not just a brilliant method for getting capital, it's also about making your investors part of your dream. Having thousands of people support your work and root for you is a mindblowing experience. Knowing that they are depending on you will inspire you to become more proactive in making improvements to your products before they are even released. Experts predict that over a million products will have been crowdfunded by the end of the year—why not make yours one of them?

⑦ Thank you for listening and feel free to ask me any questions.



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Comprehension 1 *Your classmate wants to know more about crowdfunding. Answer his questions using information from the speech. For multiple-choice questions, choose the best answer and blacken ONE circle only.*

- 1 Find an expression in paragraph 1 that means 'official rules that seem more complicated than necessary'.

- 2 What does 'it' (line 11) refer to?

- 3 Find a word in paragraph 2 that means the same as 'avoid'.

- 4 Based on the information in paragraph 2, use ONE word to complete each blank.

First, visit a (i) _____ for crowdfunding projects, like Indiegogo or Kickstarter.



Next, inform people about your (ii) _____. There are many ways to do this, such as providing text, photos and (iii) _____.



Now, decide how much funding you need. Set a (iv) _____ that includes the amount of money you want and when you need it by.



Finally, send a (v) _____ to each investor. Small investors might get a T-shirt, while big investors could meet the (vi) _____.

- 5 According to paragraph 3, what is the difference between crowdfunding and traditional investing?

- 6 How many 3Doodlers have been sold?

- 7 According to paragraph 4, are the following statements **True (T)**, **False (F)** or **Not Given (NG)**? Write the letter(s) in the boxes.

Statements

- i) Only technology products are allowed to be crowdfunded. ☐
- ii) *The Age of Stupid* was Armstrong's first film. ☐
- iii) *The Age of Stupid* was about true events. ☐

- 8 What was the main reason why Armstrong decided to finance her film through crowdfunding?

- 9 Who invested in *Star Citizen*?

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- 10 Which word in paragraph 6 means the opposite of 'passive'?

- 11 Complete the description of the benefits of crowdfunding. Use ONE word to complete each blank. Make sure your answers are grammatically correct.

Crowdfunding allows start-ups to get funding online from the (i) _____, instead of depending on banks and 'angel investors'. The main difference between crowdfunding and (ii) _____ investing is that you do not have to make (iii) _____ with investors, so you can maintain complete control of your product and business. You also do not have to repay any (iv) _____.

When you crowdfund a product, you get to interact with your supporters. These people get to offer ideas and (v) _____ on your product, and can test it for you. Your investors are also often your first (vi) _____.

One great feature of crowdfunding is the amount of (vii) _____ your product might receive from newspapers, magazines and websites.

- 12 Who are probably the intended audience of this speech? Give evidence to support your answer.

- 13 Do you think the speaker is biased towards or against crowdfunding? Support your answer by referring to the speech.

- 14 Find words or expressions from Text 1 with the following meanings.

i) a large amount of (n. phr., paragraph 1)	
ii) a good relationship (n., paragraph 3)	
iii) keep (v., paragraph 4)	
iv) swiftly grew bigger and bigger (v., paragraph 5)	