

**Answer key**

**Comprehension 1**

- 1** red tape
- 2** your product
- 3** bypass
- 4** (i) website  
(ii) product  
(iii) videos  
(iv) target  
(v) reward  
(vi) designer
- 5** Crowdfunding allows you to communicate with your investors and to get their feedback and ideas. They can even test your product for you.
- 6** over a million
- 7** i) F  
ii) NG  
iii) T
- 8** because crowdfunding allowed her to keep full control of the vision she had for her film  
(any reasonable answer)
- 9** gamers
- 10** proactive
- 11** (i) public  
(ii) traditional/conventional  
(iii) compromises  
(iv) loans/debts  
(v) feedback  
(vi) customers  
(vii) attention

- 12** 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)
- 13** I think the speaker is biased towards crowdfunding. He/She is very positive about crowdfunding and gives many reasons for using it, but doesn't list any drawbacks or criticize it. He/She also describes conventional investors as 'old-fashioned'. (any reasonable answer)
- 14** i) a myriad of  
ii) rapport  
iii) retain  
iv) snowballed