



Bringing ideas to life

Before watching

1 Complete the overview of crowdfunding with these words.

back • campaign • ground • life • platform • raise • reward

Crowdfunding is a way for entrepreneurs to get their projects off the (1) without going to a bank for money. The idea is that by getting small financial contributions from a lot of people, you can (2) enough money to bring your ideas to (3) The process starts with a proposal that needs funding. This is promoted on an Internet site called a (4), which allows people to find out about the project and decide if they want to (5) it. If the project's promotional (6) is successful, it gets the money it needs, usually in return for some type of (7) for its backers.

While watching

2a 35 Watch the video and complete the description of James' project.



James

Project: (1)
Platform: (2)
Number of backers: (3)
Money raised: (4)
Money used for: (5)

2b 35 VIDEO SKILLS Read the video skills box. Then watch again and complete the sentences with no more than five words.

- 1 Crowdfunding was essential because ...
- 2 He chose the platform because it offered ...
- 3 This makes it possible to ...
- 4 The film crew helped by ...
- 5 The video consisted of ...
- 6 The film is a ...

VIDEO SKILLS: Understanding adverbs

Check you understand these adverbs. Use a dictionary to help you.

Ordering things

firstly, secondly

Saying how

wisely, directly

Expressing how much or often

considerably, mainly, generally

Adding emphasis

basically, simply, actually, obviously, fortunately

3a 35 Watch again and answer the questions.

- 1 Why is he pleased with the film?
.....
- 2 Why did he choose to make the video very personal?
.....
- 3 What is his film about?
.....
- 4 What mistake did he make?
.....
- 5 What was the consequence of this mistake?
.....
- 6 What's the advantage of getting money through crowdfunding?
.....

3b Are you surprised that James got funding for his project? Why/Why not?

After watching

4a Take a moment to dream. Think about a project you would love to get off the ground. What is it? If you made a video to promote it, what would be in your video?

4b SKILLS 4 LIFE Find a project to back. Follow these steps.

- 1 Go online and find the name of some popular crowdfunding sites.
- 2 Choose one of the sites and read about some projects that you find interesting.
- 3 Choose one of the projects and pretend you're going to back it. Write a message for your friends, telling them about the project and why you're backing it. Try and persuade them to back it, too.

REFLECT ON IT



Think about the different types of projects that can be crowdfunded – recording a CD, starting a business or charity, funding a political campaign, etc. What different motives do you think people have for backing projects at crowdfunding platforms?