

Kickstarter

Gap fill

Listen to the story and fill in the blanks.

In 1997, fans of a British rock group collected \$_____ on the internet to pay for the group's American tour. This was an important _____ in the short history of the internet. It was the first time an online group used the web to _____ money for a project. Today, it's called online _____ .

There are many online crowdfunding _____ , but one is special. Three years after it started, Kickstarter made online crowdfunding _____ .

The history of Kickstarter goes back to _____ . Perry Chen worked as a _____ . He wanted to bring a music group to his hometown but lacked the _____ to make it possible. That's when his problem became an _____ : build a website that enables people to give money to _____ they like.

Eight years later, Kickstarter was online. Soon after it launched in _____ , it was a success. By 2016, 11 million people had funded _____ projects. Kickstarter is easy to use. One person _____ a project and a _____ .

The project must be related to art, like making a movie or a _____ . If people like the project, they give money with a _____ card. If the budget is reached, the people _____ . If not, no money is paid and the project is _____ . About _____ % of all projects reach their budget.

Kickstarter has _____ many projects. An online library for kids _____ \$5 million. The Coolest Cooler, a _____ box with Bluetooth speakers, raised \$13 million from _____ backers. Kickstarter makes money from _____ . If a project reaches its budget, Kickstarter takes 5%. If the project doesn't reach its goal, Kickstarter gets _____ .

Crowdfunding websites like Kickstarter are _____ the world. By bringing _____ and fans together, it is giving people a chance to _____ technology, inventions and art. That is the _____ of Kickstarter and the internet.

Synonym match

Match the words or phrases.

- | | |
|--------------|--------------|
| 1. give | a. donate |
| 2. launch | b. present |
| 3. propose | c. supporter |
| 4. influence | d. start |
| 5. backer | e. impact |

True or false

Choose the correct answer.

1. Kickstarter launched in 1997. T or F
2. By 2016, Kickstarter had helped 11 million projects. T or F
3. People donate money with credit cards. T or F
4. The company takes 5% of the money raised by successful projects. T or F
5. About 65% of all projects reach their target. T or F

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Anagrams

Move letters. Make a new word.

ENLEIFCNU _____

ELAENBS _____

ICSSSMONIMO _____

ERATWI _____

UNDFDE _____

RAIBLRY _____

ESL discussion questions

Talk about the story

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1. What kind of story is this?
 2. What problem gave Perry Chen a good idea?
 3. What are the pros and cons of crowdfunding?
 4. How did Kickstarter change business and art?
 5. If artists didn't have Kickstarter, how would they get funding?
 6. Why, do you think, only 35% of projects hit their budget target?
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Writing practice

Put the words in the correct order.

1. many / projects / has / helped / Kickstarter /

2. an / in / moment / the / internet / was / the / of / important / This / history / short

3. funded / 108000 / million / 2016 / people / By / projects / 11 / had

4. a / Perry / waiter / worked / Chen / as

5. One / proposes / and / person / budget / a / project / a
