

LESSON PLAN

JUNE 2018

CROWDFUNDING



Vol 13 Issue 3

B1 PRE-INTERMEDIATE

Stages	Procedure	Time
Objectives	<ol style="list-style-type: none"> 1. To practice <ol style="list-style-type: none"> a. scanning skills b. guessing the meaning in context 	
Warmer	<ol style="list-style-type: none"> 1. Teacher will show the students few pictures and ask students to discuss about the picture in a group of 3 to 4 (see attached). 2. Teacher elicits answer and does feedback. 3. Teacher introduces the topic of the day. 	5 mins
Pre-reading	<ol style="list-style-type: none"> 1. Teacher asks students to turn to page 21. 2. Students read the extract in the yellow box – ‘The Coolest Cooler’. 3. Teacher discusses the extract. 	7 mins
While-Reading	<ol style="list-style-type: none"> 1. Teacher instructs students to read passage on crowdfunding and to underline words as in Task 1. 2. While reading, students are to match the synonyms for the given words. 	8 mins
Post-reading	<ol style="list-style-type: none"> 1. Teacher elicits answers to Task 1. 2. Teacher distributes Task 2. 3. Teacher gets students to complete Task 2 in pairs. 4. Teacher elicits answers. 5. Teacher distributes Task 3 and gets students to complete the Task. 6. Elicits answers. 	15 mins
Wrap	<ol style="list-style-type: none"> 1. Teacher assigns Task 4. (This can be assigned as homework). 2. Teacher wraps the lesson by summarizing the text. 	5 mins

What do you know about these pictures



TASK 1

Match the word to the right meaning

1. collective		A. relating to money or currency
2. centralise		B. collecting money for a charity, cause, or other enterprise
3. handful		C. related to the assistance of those in need
4. fundraising		D. bring (activities) together in one place
5. charitable		E. done together by people acting as a group
6. monetary		F. a small number of people or things

TASK 2

Match the main idea to the paragraph number/s.

Main Idea	Paragraph No/s
1. A benefit of crowdfunding.	
2. The three types of Crowdfunding.	
3. In crowdfunding the investors find you over the internet.	
4. Marketing becomes easier as everything is online and it is also eco-friendly.	
5. Definition of Crowdfunding.	
6. The traditional funding for business.	

TASK 3

Answer the questions
1. What is crowdfunding?
2. Who usually funds these projects?
3. What if you fail to find an investor?
4. How does crowdfunding benefit the people?
5. What are the three types of crowdfunding?

TASK 4 Answer true (t) or false (f)

Statement	T/F
1. Crowdfunding is a way to raise money for business purposes.	
2. Banks and venture capital firms usually do not fund such projects.	
3. Internet is a platform that reaches people in crowdfunding.	
4. There are four types of crowdfunding.	
5. Kickstarter and Indiegogo are some failed crowdfunding sites.	
6. Equity-based crowdfunding allows investors to be part owners.	

ANSWERS

Task 1

1. E
2. D
3. F
4. B
5. C
6. A

Task 2

1. 6
2. 10, 11, 12
3. 5
4. 8, 9
5. 2
6. 3

Task 3

1. Crowdfunding is a way to raise money for a business project or idea with the help of individuals who may be friends, family, customers and even investors and strangers.
2. Banks and capital venture firms usually fund the projects.
3. It means the dream of you starting an idea would be dashed.
4. People can reach a huge range of products and ideas all around the world using the internet.
5. Donation based crowdfunding, Reward based crowdfunding and Equity based crowdfunding.

Task 4

1. T
2. F
3. T
4. F
5. F
6. T