Pulling a crowd 号召群众

Vocabulary: business 词汇: 商业

Have you got a good idea you could turn into a business? Not much cash to **get off the ground?** In many countries that's when people turn to **crowdfunding**. This is a method of raising finance online by asking a large number of people each to **chip in**.

This is becoming increasingly popular with **entrepreneurs** and the public. In Scotland, for example, crowdfunding has helped a wide range of businesses.

Can you get a crowd of people excited by your business idea?

Simon Collier, a **trained** cocktail bartender, generated £20,000 to help him buy a pub in Thurso. Family, local people and businesses were among those who gave him money.

The initial process was **tough**, but once he had **made a pitch,** the venture generated great interest. Mr Collier said: "We first opened with a couple of tables and chairs. That was **pretty much** all we had." Now he has added designer stools, a **pool table** and a wall-mounted flat screen TV.

According to the UK Crowd Funding Association, the world's first online crowdfunded project was believed to have involved British rock band Marillion. In 1997, the group was **struggling** to afford a US tour and asked fans to help pay for it.

Now, the process involves thousands of groups and individuals and millions of pounds. In a new report, the Crowdfunding Centre has quoted **statistics** that suggest a new project is created somewhere in the world every three minutes.

One of these is the musical *The Pajama Game*, which opened in London's West End after having raised more than £200,000 through a crowdfunding scheme. It allowed people to invest anything from £10 to £25,000.

But theatre industry expert Terri Paddock points out crowdfunding doesn't always work. "It's the same type of **risk** that any producer has when putting together the project to begin with," she says. "Never forget that only three in ten shows **recoup** on average."

Crowdfunding might be something new but old-school business rules apply. A good idea has to go hand in hand with a **sound** business plan and **reputable** investors or you might find yourself going **back to the drawing board**.

词汇表请参看答案与词汇部分

Quiz 测验

阅读短文并回答问题。

1. Which people do we know gave Simon Collier money to buy the pub?
2. What did Mr Collier do to make people interested in his business idea?
3. What did a British rock band ask their fans to do?
4. True or false: *Shows that use crowdfunding are always successful. Crowdfunding offers little risk because everybody chips in*.
5. Which expression means something is related to something else?

Exercise 练习

请你在不参考课文的情况下完成下列练习。从每个表格中选择一个意思合适的单词填入句子的空格处。

1. We don't sell counterfeit watches in this shop. We're a _____ business!

sound	tough	reputable	trained

2. After Mary lost her job, she couldn't _____ designer clothes any more.

struggle	afford	allow	pay

3. Tony is very idealistic. He works for a charity and _____ money to help refugees.

crowdfund	rises	lifts	raises

4. Here's my _____. Let's organise a tournament.

designer stool	crowdfunding	wall-mounted TV screen	pool table

5. Gamblers lose money they might never _____.

recoup	pitch	chip in	rise

Answers and Glossary 答案与词汇

Quiz 小测验

1. Which people do we know gave Simon Collier money to buy the pub?
   His family, local people and other businesses.
2. What did Mr Collier do to make people interested in his business idea?
   He made a pitch online.
3. What did a British rock band ask their fans to do?
   Give them money to help fund their US tour.
4. True or false: *Shows that use crowdfunding are always successful. Crowdfunding offers little risk because everybody chips in*.
   False. Crowdfunding doesn't always work.
5. Which expression means something is related to something else?
   Go hand in hand.

Exercise 练习

1. We don't sell counterfeit watches in this shop. We're a **reputable** business!

2. After Mary lost her job, she couldn't **afford** designer clothes any more.

3. Tony is very idealistic. He works for a charity and **raises** money to help refugees.

4. Here's my **pool table**. Let's organise a tournament.

5. Gamblers lose money they might never **recoup**.

Glossary 词汇表

get off the ground	（项目）起步、开始
crowdfunding	（金融）众筹
to chip in	出钱
an entrepreneur	一个创业者
trained	受过专业培训的
tough	艰难的
to make a pitch	做宣传，推销概念
pretty much	差不多
a pool table	一个台球桌
to struggle	挣扎
statistics	统计数据
risk	风险
to recoup	收回（成本）
sound	合理的
reputable	值得信赖的
back to the drawing board	重新开始，从头再来