

**ACCESS TO INFORMATION FROM WRITTEN TEXTS (100 points)**

הבנת הנקרא (100 נקודות)      فهم المقروء (100 درجة)

קרא את הקטע שלפניך, וענה על השאלות 11-1. اقرأ القطعة التي أمامك، ثم أجب عن الأسئلة 11-1.

Read the article below and then answer questions 1-11.

**A NEW WAY TO START A BUSINESS**

by Ann Worth

Adam Carter, a young engineer, wanted to develop a watch which displays information such as text messages that are sent from a cellphone. He tried to get rich investors to give him money to develop the watch, but they were not interested.

- 5 So he decided to advertise on Kickstarter, an Internet site where ordinary people can invest in creative projects. People don't have to invest a lot. For example, they can invest as little as \$99 in Carter's watch. Less than two hours after his advertisement appeared on the Kickstarter site, Carter reached his goal of \$100,000. Within a week, nearly 50,000 people had invested almost \$7 million.
- 10 People who want to invest in Kickstarter get detailed information about the projects they are interested in. They can also see specially made videos that may help convince them to put their money into particular projects. Once they have invested, in addition to the profits they can make, they often get a bonus as well. In Carter's project, they get a watch. Kickstarter doesn't charge money
- 15 to advertise a project. However, if the project is successful, it gets five percent of the investment.

Today, cheap Internet services like Kickstarter give people a chance to try out ideas and see if there is a market for them. This makes it easier for them to decide if they want to start a new business. Carter's watch is the latest and the most successful

20 example of how Kickstarter is changing the way people start businesses.

(שים לב: המשך הקטע בעמוד הבא.)  
(انتبه: تكملة القطعة في الصفحة التالية.)

The site first began as a way to get money for specific projects like unusual documentary films or pop concerts. It quickly grew to include the production of video games and original gadgets. "Sites like Kickstarter have now become a real alternative to starting a company in the traditional way,"  
25 said Daniel Wang, a business professor at the University of Pennsylvania.

Norman Fisher, president of a computer company, doesn't completely agree with Professor Wang. Fisher admits that sites like Kickstarter may be good for small businesses. However, he believes it's impossible to avoid the traditional ways of starting large businesses. Fisher says, "These  
30 businesses need a support team to help young and inexperienced people deal with complicated problems. Such support doesn't exist on sites like Kickstarter. There is a big difference between a simple, one-time project and a sophisticated, large business. It's important not to confuse the two."

ענה באנגלית על השאלות 1-11, אجب بالإنجليزية عن الأسئلة 1-11, حسب القطعة.  
על פי הקטע.  
בשאלות 1, 4, 6, 7, 9 ו-11 הקף במעגל את התשובה הנכונה.  
בשאר השאלות ענה לפי ההוראות.  
(100 נקודות) (100 درجة)  
في الأسئلة 1 و 4 و 6 و 7 و 9 و 11 ضع دائرة حول رقم الإجابة الصحيحة.  
في الأسئلة الباقية، أجب حسب التعليمات.  
(100 درجة)

Answer questions 1-11 in English according to the article. In questions 1, 4, 6, 7, 9 and 11, circle the number of the correct answer. In the other questions, follow the instructions.

1. What do we learn about Carter's watch in lines 1-4?

- How much the watch will cost.
- When Carter developed it.
- What Carter's watch can do.
- Who helped Carter develop it.

(9 points)

2. COMPLETE THE SENTENCE. (lines 1-9)

Carter decided to advertise on Kickstarter because he couldn't .....

.....  
(9 points)

3. Why is Kickstarter a good place for people to invest their money?

(lines 5-9)

ANSWER: .....

.....  
(9 points)

4. How do we know that using Kickstarter was a good idea for Carter?

(lines 5-9)

- i) His advertisement appeared within two hours.
- ii) He got the money he needed very quickly.
- iii) A rich person invested millions of dollars.
- iv) He sold 50,000 watches.

(9 points)

5. How can people learn about an investment on Kickstarter? Give ONE answer. (lines 10-16)

ANSWER: .....

.....  
(9 points)

6. What more do lines 10-16 tell us about Kickstarter projects?

- i) How many people invest in them.
- ii) Who develops the projects.
- iii) Which project is most successful.
- iv) What investors can get.

(9 points)

7. How does Kickstarter make money on successful projects? (lines 10-16)

- i) They get a percentage of the money invested.
- ii) They sell videos about the projects.
- iii) They take money for each advertisement.
- iv) They get bonuses from investors.

(9 points)

8. How do sites like Kickstarter help people decide if they should start a business? (lines 17-20)

ANSWER: .....

.....

(9 points)

9. Why are "pop concerts" mentioned in line 22? (lines 21-25)

- i) They are becoming big businesses.
- ii) They were one of the first Kickstarter projects.
- iii) Many people like to invest in them.
- iv) They help convince people to invest money.

(9 points)

10. What do Professor Wang and Norman Fisher agree on? (lines 21-33)

ANSWER: .....

.....

(10 points)

11. According to Fisher, what is the main problem in using Kickstarter?  
(lines 26-33)

- i) It doesn't have support teams.
- ii) It is too traditional for small businesses.
- iii) Only a few people get the money they need.
- iv) It doesn't invest in big computer companies.

(9 points)

**בהצלחה!**

זכות היוצרים שמורה למדינת ישראל  
אין להעתיק או לפרסם אלא ברשות משרד החינוך

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(lines 5-9)

ANSWER: Because they don't have to invest a lot.

(9 points)

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(9 points)

10. What do Professor Wang and Norman Fisher agree on? (lines 21-33)

ANSWER: They agree these sites may be good for small businesses  
.....  
or for one-time projects.....

(10 points)

11. According to Fisher, what is the main problem in using Kickstarter?  
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