



Escape2

Training Course

Module 5

Accessing resources - public finance,
crowdfunding potential and
attracting corporate sponsors

Quiz



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MODULE 5 | Accessing resources - public finance, crowdfunding potential and attracting corporate sponsors

Assessment: Multiple-choice quiz

01	Why is it important to check the national legislation before starting a business?	<p>a. Helps in building the business plan.</p> <p>b. Helps in finding financing solutions.</p> <p>c. It is useful in the case of being involved in a lawsuit.</p> <p>d. To verify suitable types of businesses, if there are tax exemptions, taxes and other obligations.</p>
02	When should you identify your stakeholders?	<p>a. When opening your business.</p> <p>b. Firstly when planning your business, then update the list continuously.</p> <p>c. Before applying for a loan.</p> <p>d. Before networking events.</p>
03	What is a financial stakeholder?	<p>a. A person or institution that manages your business' finances.</p> <p>b. Any person or institution that can provide support for your project or initiative financially, at any level.</p> <p>c. Any credit institution that can lend money for your business</p> <p>d. Any institution your business has to</p>

		pay, to cover taxes and services.
04	Which of the following represent costs of running a business?	<ul style="list-style-type: none"> a. Salaries and taxes b. Utilities and office supplies c. Organizing a market research study d. All of the above
05	What does the suitability of a funding choice depend on?	<ul style="list-style-type: none"> a. The stage the business is in b. The team's knowledge and competencies c. The size of the business d. The current trends on the market e. All of the above
06	How does rewards-based crowdfunding work?	<ul style="list-style-type: none"> a. People that are offering money to support the business get a product, service or a discount in return. b. People supporting the business get to own a part of the business in return. c. The largest donations are rewarded with a business collaboration. d. It is based on the internal reward given by alignment with the goal of the business.
07	What are sponsors?	<ul style="list-style-type: none"> a. Organizations or persons that volunteer to promote your project, without expecting anything in return. b. People working in your team. c. People or organizations that fund your project or business. d. Organizations, persons or companies who offer support for your initiative/project, expecting promotion of its brand, services or products in return.
08	What is a promotional sponsor?	<ul style="list-style-type: none"> a. An organization or person who plans and organizes a publicity campaign for you to use to promote your project/initiative. b. An organization or person who has a big social media following or platform, who can promote your project in exchange for a fee, free products or services (barter). c. An organization or sponsor that will offer products or services for your initiative/project and thus spread awareness about those products or services.

		<p>d. An organization or person who offers a discount to promote your project/initiative.</p>
<p>09</p>	<p>Why is it important to approach sponsors by conversation?</p>	<p>a. To have a more personal relationship and build the foundation for future communication.</p> <p>b. To build a long lasting relationship of friendship.</p> <p>c. To make sure that they will accept the proposal.</p> <p>d. To plan an informal agreement.</p>
<p>10</p>	<p>What do you do if things don't work out as planned, in the context of pitching a sponsoring relationship?</p>	<p>a. Give up and quit contacting the sponsor.</p> <p>b. Address a formal complaint to the sponsor.</p> <p>c. Contact other pitching businesses to gather their experiences.</p> <p>d. Offer a minimum risk solution in case things don't work out as planned (e.g.: offer some benefits for free, offering a trial deal, etc.), especially if it's a new relationship – so the sponsor can test the waters.</p>

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