

QUIZ

HOUSE PLANTS: THE NEW BLOOM ECONOMY

- The Sill's customers will probably ...**
 - have a small garden.
 - live in an apartment.
 - be experienced gardeners.
- Eliza Blank says her own experience was ...**
 - extremely motivating.
 - fun but expensive.
 - inconvenient and frustrating.
- When she launched the startup, she already had a background in ...**
 - gardening.
 - advertising.
 - business strategy.
- She says the company's plants are ...**
 - colorful and exotic.
 - easy to maintain.
 - inexpensive.
- Why does she mention \$12,000?**
 - It was the initial kickstarter funding.
 - It was the sum she borrowed after five years.
 - It represents the personal savings that she invested.
- What influenced early investors?**
 - The Sill was growing very fast.
 - The brand was already well-known.
 - The company was doing something innovative.



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|----|--|
| 1. | |
| 2. | |
| 3. | |
| 4. | |
| 5. | |
| 6. | |

Answers : 1. b - 2. c - 3. c - 4. b - 5. a - 6. c.