Dragon's Den

Dragons' Den is a British television program. The format of the show is owned by Sony Pictures Television and is based on the original program, which has been sold around the world. The program has been produced by BBC Manchester since its inception and was first broadcast on BBC Two on 4 January 2005.

The show allows several entrepreneurs an opportunity to present their varying business ideas to a panel of five wealthy investors, the "Dragons" of the show's title, and pitch for financial investment while offering a stake of the company in return.

* Translate the underlined words into French.

I. Magic White Board's presentation :

https://www.youtube.com/watch?v=_QvguJJNilA (start at 2'55)

a) What is the product ?

b) Financial information :

- How much do they ask the Dragons ? In return of what ?

- This year's expected turnover : ……………………………….
- Expected growth :…………………………………………………. for a profit of ………………………………

c) The sales' pitch : How do they sell their product? Give as many details as possible.

d) What is innovative about it ?

e) Select the questions asked by the Dragons in the following list:

How many of these do you sell every week?
Do you like working together?
What does Laura do?
Why did your bank turn you down?
Do you do any advertising on social media?

Do you have a website?
What do you sell them for?
What are you going to do (with the £100,000)?
What's exclusive about this product?
Why would I use this?

Now give the answers to the questions actually asked!

f) **What does one of the Dragons offer them?**

g) **Pairwork: Conclusion: For you, their presentation was……**

<u>II. Eggxactly's</u>

https://www.youtube.com/watch?v=4rvne5GT7-s

a) **Explain what the product consist in :**

b) **The sales' pitch : How does he sell his product ? (0'24 to 2'04)**

c) **Financial information :**

- first year expected turnover : ……………………….. -year 4 turnover : ……………………

d) **Demonstration :** (2'45)

What happens during the demonstration ?

- 3'39 :

- 5'36 :

e) **Select the questions asked by the Dragons in the following list:**

How do you like your eggs done?

Have you got a registered patent?

Is this a business I would like to invest in?

How much will it cost?

How do you know it works?

Why won't this one work?

Could I have a look at one of these?

Could you tell us how it is made?

f) **Complete the table about the 3 business offers made:**

Offer #1	Offer #2	Offer #3

g) **Pairwork: Conclusion: Despite a ………………………………. pitch, he got business offers and accepted business offer #……. .**

III. Business vocabulary

a) Look up and explain in English these business idioms :

To hold a patent :
To license a product :
Equity share :
To scale up :

b) Match these business idioms with the correct definition :

Talk someone out of sth, learn the ropes, corner the market, get down to business, word of mouth, game plan, think outside the box, get down to business, ahead of the pack, raise the bar, talk someone into sth, get sth off the ground.

idiom	meaning	example
	To be more successful than the competition	If we want to stay …………………, we'll have to increase our marketing budget.
	To dominate a particular market	Amazon more or less …………. the online retailing ………………………….
	A strategy or plan for achieving success	What is our …………………………. for dealing with our new competitor?
	Stop making small talk and start talking about serious business topics	Now that everyone's here, let's ……....... ………………………………………….. and start with the presentation.
	To start something (e.g. a project or a business)	Now that we have finished the planning phase, we're eager to get the ………….. ………………………………………….
	Learn the basics of something (e.g. a job)	I'm ……………………………………… in my new position.
	To set standards or expectations higher	The iPhone …………………………….. for smartphone makers.
	To convince someone to do something	I was reluctant to redesign our website, but my employees ……………………. it.
	To convince someone not to do something	We wanted to take on more debt, but our CFO …………………………… of it.
	To think of creative, unconventional solutions instead of common ones.	Our current approach will get us nowhere. We have to ……………………………..
	Something is given or done by people talking about something or telling people about something	Many local stores rely on …………… .. ……………..to get new customers.

c) Pairwork : Practise selling a classroom item or an item you have on you to your classmate(s).
Be persuasive and convincing!