

## Dragons' Den – Robert Milder from Van De Sant Innovations

<https://www.youtube.com/watch?v=G6PX6TVY1LI>

**TASK I** Watch the beginning [00:00 – 1:57] of an episode of a popular British reality TV program *Dragons' Den*. What is the concept of the show?

Try to use these words in your answer: to pitch, entrepreneurs, reality TV, business ideas, investment, business angels, venture capitalists, a share






**TASK II** Watch the rest of the show, and as you listen, note down what the following numbers refer to they're NOT presented in order of appearance):

6 years –	£1500 –
15% –	£1M –
£500 –	£400K –
£500 000 –	85% –
£70 000 –	£2500 –

**TASK III** Be ready to answer the following questions in class:

1. In what way is Robert's furniture line unique?
2. How did this idea occur to him?
3. Who's his target customer?
4. Will he have a lot of direct competitors on the UK market?
5. What did Robert *really* come to the show for?

**TASK IV** Watch the bidding (and grilling!) process again [2:35 – 11:50] and complete the table below:

	 Jenny	 Tej	 Deborah	 Peter	 Touker
Interested in striking a deal with Robert?					
What can they bring into Robert's business? / Why do they prefer to pull out?					
What's their offer?					

**TASK V** Read the sentences from the show and figure out the meaning of the underlined expressions.

Will the dragons share his vision for clearing our oceans?

Robert has come up with a product which he believes will allow anyone who shares his concerns about the future of the oceans to rest easy.

Peter: *So give me the last year's financials.*

Robert is already turning a high profit from his base

Jenny: *So you feel like you're pushing at an open door?*

Robert's plans to profit from discarded British plastic appear to hold water.

Peter Jones liked the product but will he buy into Robert's wider environmental vision?

This entrepreneur is in the unusual position of being able to call the shots and it looks like he wants the dragons to go Dutch on the deal.

Touker Suleyman goes toe to toe against Peter Jones with a matching bid.

Deborah Meaden offers Robert exactly what he's asked for – a sure sign of her eagerness to clinch the investment.

Deborah: *I'm really pleased, that is right up my street.*

Robert is still sitting pretty. He leaves the den with 70 000 pounds and the backing of a dragon with the contacts and credibility to take his furniture business to a whole new level.