

DRAGON'S DEN

- **Reading comprehension** : read and understand the features of innovative products
- **Listening comprehension**: listen and comment upon monologues and dialogues from a TV show
- **Speaking**: how to describe a product or service, how to convince an audience
- **Writing**: take notes and prepare questions
- **Corporate culture**: learn how to launch a product, to set an investment, how to weigh the pros and cons, how to spot a gap in the market, how to anticipate on consumers' needs

You will need **earphones or headphones**, an **internet connection** (you may use your laptop or smartphone).

What is Dragon's Den?

- 1- Watch the first seconds of [this video](#) and make suppositions (It might / may / must be)
- 2- Watch [the first part](#)



In your opinion,

- Who is the man talking? What is the man here for?
- What is he asking for at the beginning of his speech?
- Who are the people taking notes?

- 3- Listen again and say if the statements about browser *Gener8* are true or false. Correct when necessary
 - The browser lets users choose if they want to share their data or not T / F
 - If users agree to share their data with brands, brands refund them £ 5 to £ 25 per month T / F
 - If users agree to share their data with brands, they add up points that can be converted into products, vouchers or donations to charity .
T / F
 - If users choose to share data, they can get any sorts of ads, regardless of their interests T / F
- 4- In part 2, can you imagine what is going to happen?
- 5- Let's check! [Part 2](#)



Focus on the questions asked by the dragons: what do they want to know and why? Justify your opinion

- 6- In your opinion, what will happen next?

7- Let's check! [Part 3](#)



What does each « dragon » do in this part?

How would you qualify their reaction to the pitch they have just listened to?

What does the contestant decide in the end? Why?

How does the contestant feel?

How does the dragons who missed the deal feel?

8- **RECAP**

Fill in the blanks with the right words to sum up the rules of Dragon's Den:

PITCH- CONTESTANTS- LACK - BUSINESS - INVESTMENT (*twice*) - EQUITY - OUT- PERCENTAGE - NEGOTIATE - AMOUNT- LEAVE- PROGRAM - PROFITABLE

Dragons' Den is a reality television in which entrepreneurs their business ideas to a panel of venture capitalists in the hope of securing finance from them. The program originated in 2001 in Japan. Local versions of the show have been produced in nearly 30 countries;

..... have what they believe to be a viable and potentially business idea but funding, or are already operating their, but need additional funds for promotion or expansion. As part of their opening pitch, they are required to specify the of money they require from the Dragons (referred to as such because of their often suspicious, harsh questioning of contestants). The rules stipulate that if they do not raise at least this amount from one or more Dragons, then they would with nothing. In exchange for the, the contestants offer in their business, the percentage of which is also stipulated at the beginning of the pitch. If the Dragons see potential in the business idea or product, negotiations then take place around the amount of equity on offer, with the contestant having the opportunity to further, accept any offers, or simply walk away. Dragons can also offer a of the money requested if they do not wish to give the full amount, leaving the other Dragons free to do the same. This can lead to the contestant receiving the financial support of more than one Dragon, with the benefit of a broader range of expertise.

A Dragon who, having heard the pitch, does not wish to invest, must declare themselves ".....", implying that they leave the discussion. This concluding phase may range from a few minutes if the Dragons do not perceive the business plan as credible, to much longer when complex conditions are negotiated.



Watch the first part again and concentrate on the pitch

9-

a- How does the contestant begin his presentation? (2 answers)

- He introduces himself and explains his conditions
- He immediately gives the name of his invention and explains how it works
- He starts from a problem everybody could face in his / her daily life
- He criticizes competitors

b- What information does he give? (2 answers)

- The name of the service
- A few facts about his career and background
- The story of the service
- The reviews of the service
- The service's goal
- The service's cost

c- How does he try to convince the dragons? Focus on the way he speaks, the way he moves...

d- The role of word stress in English to convince is very important: focus on [this passage](#), listen and underline the stressed words:

The open secret within the advertising industry is that it is built on exploiting our data, like when you mention something to a friend and the next thing you know you're being bombarded with adverts for it. Everything that we do online is being tracked to follow our movements and understand our behaviour. Then they collect this information and sell it. But I believe people should have a choice to stop this from happening or even better to earn from it themselves.

➤ Quels sont les mots que le candidat a choisi d'accentuer ? Ceux qu'il n'accentue pas ?

e- Connaissez-vous d'autres moyens, linguistiques ou non, pour convaincre un auditoire (*)?

RECAP : Préparez une « check list » pour faire un « pitch » efficace

(*) If you lack inspiration, find ideas in [this vintage video](#) about Steve Job introducing the first tablet ever, back in 2010.

10- More Dragon's Den : click on the links and do the activities

a) <https://en.islcollective.com/video-lessons/dragon-den-two-sisters>

b) <https://en.islcollective.com/video-lessons/dragons-den-football-game>

What is your opinion on...

- the products
- the pitches



11- ORAL COMPREHENSION (B1/B2)

OR

(B2/ C1)

Proposez un compte-rendu l'une de ces séquences en français en répondant aux questions suivantes :

- 1- Quel capital demande le / la candidat (e) ? Quelle part de sa société est-il /elle prêt(e) à céder ?
- 2- Comment le/la candidat(e) amène son idée ? Par quoi démarre-t-il /elle ?
- 3- Expliquez comment ils défendent leur idée (arguments mis en avant)
- 4- Quelle est l'opinion des « dragons »? Pourquoi ?
- 5- Quelle est leur proposition ? Que se passe t- il à la fin ?



TOUKER

SARA

DEBORAH

STEVEN

PETER

Now it's YOUR turn ! Work in pairs

- Cliquez sur ce lien de *Time Magazine* consacré aux 100 meilleures inventions de l'année 2021 : <https://time.com/collection/best-inventions-2021/>, cliquez sur « see the full list », sélectionnez une catégorie qui vous intéresse, choisissez un article et lisez son descriptif. Ne prenez pas de grandes marques (comme LG ou Nike). C'est sur cet article que portera votre « pitch ». Choisissez l'invention qui vous paraît la plus prometteuse, celle qui selon vous répond à un réel besoin sur le marché.
- Faites si besoin une recherche sur Google afin d'en savoir plus sur le produit
- Déterminez le montant dont vous avez besoin pour développer votre entreprise et quelle part de votre entreprise vous êtes prêts à laisser aux 'dragons' (« equity » : 5%, 10%)
- Préparez votre « pitch » en vous inspirant des activités des pages précédentes. Il doit durer entre 7 et 10 minutes, avec un temps de parole partagé. Toute idée de mise en scène originale est la bienvenue !
- Répétez votre « pitch » plusieurs fois pour éviter de lire vos notes. On peut envisager une fiche avec des mots-clefs, discrètement posée sur la table, mais pas de rédaction intégrale. Mieux vous maîtriserez votre pitch, plus vous serez convaincant. N'oubliez pas de vérifier la prononciation des mots que vous allez utiliser sur Word Reference
- Avant votre prise de parole, n'oubliez pas d'afficher la photo de l'objet que vous avez retenu et notez son nom
- Anticipez les questions qui pourront vous être posées ! (durée maximale de l'interaction : 10 minutes)

Lorsque vous tiendrez le rôle de « dragons » :

- Suivez attentivement le pitch
- Demandez des explications si les choses n'ont pas été claires
- Posez des questions (un bonus sera appliqué pour les étudiants les plus actifs, un malus dans le cas inverse)
- Préparez des adjectifs pour qualifier ce que vous venez de voir (il n'y a pas que « good », « bad » et « interesting » !) et dites « I'm in » ou « I'm out » **à la fin.**

RAPPEL : la formation des questions
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Pronom interrogatif (when / where / why / how much / how many + nom pluriel / what...) si question ouverte

+

Auxiliaire (do ou does: present simple / did : prétérit / have ou has : present perfect / will : futur / would: conditionnel)

+

Sujet

+

Verbe (BV pour le present simple, le prétérit, le futur et le conditionnel // participe passé pour le présent perfect)

+

Eventuellement les **Compléments**

+ ?

Ex : How many units do you expect to sell ? / Have you done market research? / Where and how will you sell your product? / Who would your targets be? / Do you really think?

Useful words

(to find) a gap in the market

to fill a market gap

Compete with

Competitor

To sell well

Trendy

Convenient

Smart

To expect

To meet consumers' needs

To fail

A failure

To succeed

A success

Units

Item

Convincing

Unconvincing

Expensive

Cheap

Good value

Never-seen-before

Useless

Useful

To target

A target

Sales

Production cost

To manufacture

Margin

Distribution channels

GRILLE DE BAREME (remplir l'entête, détacher la feuille et remettez la moi avant votre passage, merci)

DATE :

STUDENT 1: FIRST NAME / NAME:

GROUP :

STUDENT 2: FIRST NAME / NAME:

STUDENT 3 (only if necessary): FIRST NAME / NAME:

Name of the item/service that you have chosen:

Pertinence et originalité de la présentation (commun à tous les participants)	/7
Qualité de la prononciation, de l'intonation, du rythme, de l'accentuation - Student 1 - Student 2 - (student 3)	/4
Capacités de communication : outils utilisés pour convaincre, « eye-contact », réactions lors de l'interaction - Student 1 - Student 2 - (student 3)	/4
Correction grammaticale - Student 1 - Student 2 - (student 3)	/2
Richesse et exactitude lexicale - Student 1 - Student 2 - (student 3)	/3

Remarques éventuelles :