

Dragons' Den

Welcome to the Dragons Den! Your task is to invent a brand new product that solves a problem; then come and pitch your idea to the Dragons. If you want us to invest in you, you not only need to come up with a good product but also produce an amazing pitch.

Think about:

- What your product is and what it does
- Who it is suitable for, and why they might find it appealing
- Explain how you are going to market it and why
- Why we should invest in you – what's in it for us?

In your pitch, make sure that you:

- Don't read your speech – you should have notes only
- Explain clearly
- Make good use of persuasive techniques

Successful past pitches:

- An electronic water-free egg boiler
- A chain of shops selling baseball caps
- A lorry and coach cleaning service
- A range of children's luggage
- A "man overboard" alarm system
- Reggae reggae sauce

Grade C (31-36 marks)	<p>Candidates speak with fluency and make significant contributions to talk in a variety of different contexts. They listen closely and sympathetically, responding as appropriate. They show a competent use of standard English vocabulary and grammar in situations that demand it.</p> <ul style="list-style-type: none"> • In individual extended contributions, they adapt to different audiences, sustaining the interest of the listeners through judgement in choice of style and delivery.
Grade B (37-42 marks)	<p>Candidates speak purposefully in a range of contexts of increasing complexity, managing the contributions of others. They listen with some sensitivity and respond accordingly. They show effective use of standard English vocabulary and grammar in a range of situations.</p> <ul style="list-style-type: none"> • In individual extended contributions, they exhibit confidence and fluency in talk and a sensitive awareness of listeners, adapting style of delivery to their needs.
Grade A (43-48 marks)	<p>Candidates initiate speech and take a leading part in discussion, responding in detail to others' ideas. They listen and respond to a range of complex speech. They show an assured use of standard English vocabulary and grammar in a range of situations and for a variety of purposes.</p> <ul style="list-style-type: none"> • In individual extended contributions, they involve listeners skilfully through their command in communicating aspects of challenging content.
Grade A* (49-54 marks)	<p>Candidates show an exceptionally high ability a handling a wide range of roles. They listen perceptively to a range of complex speech. They are sensitive in their choice of speech style and their use of standard English vocabulary and grammar is mature and assured.</p> <ul style="list-style-type: none"> • In individual extended contributions, they adapt readily to task and audience, communicating complex content and managing listeners' attention through sophisticated styles of delivery.