



SuperJam: A Story of a Success

I. Watch the video and answer the questions.

1. When did Fraser realise he wanted to be an entrepreneur?
2. How did he begin making money? What did he spend them for?
3. How did he get started with the jam?
4. What was special about his idea and why did the supermarket like it?
5. Where did he find money to start his business?
6. How did most of people think of Fraser's idea?
7. Who supported him?
8. What mistakes did he make?
9. What's SuperJam's message?
10. What's the most amazing moment Fraser has experienced?
11. What's Fraser's secret for success?
12. What is Fraser's advice to starting entrepreneurs?

II. Watch the video and complete the text with words.

1. My name is Fraser Doherty. I am 24 years old and I _____ called SuperJam.
2. I would send all of those _____ to Green Peace. Which was my favourite charity at time
3. I always felt that starting a business was a way that I could _____ the world.
4. I _____ to make jam a 100% from fruit, without any sugar or anything artificial.
5. Probably my _____ was the day I got to pitch my idea to Waitrose.
6. I guess a lot of people imagine that when you start a business you've got to _____ or find an investor. I guess what my story shows is that you can _____ in your kitchen at home.
7. So, I never had to borrow any money or _____. I just worked hard.
8. A lot of people were _____ about this kid turning up with no money, no idea how supermarkets work, no experience. In fact, not very much more than just some recipes and a kind of this _____.
9. I realized that a brand should have one _____ that it's trying to get across. And in the case of SuperJam the _____ is one hundred per cent fruit.
10. Maybe if we do good in community than some people buy our product as a result of that which makes it more successful. So I see doing good and _____ as interrelated.
11. I asked them how can I make this a success? Using your experience what would you do if you _____.