# Vocabulary unit 4 New Ideas

**Instructions:** Complete the text using the correct form of the vocabulary.

**Phrasal verbs:**
carry out, come up with, pay off, take up, bring down, bring about, take forward, get round, set up

**Noun phrases:**
innovative idea, key concept, practical solution, cutting-edge technology, major benefits, commercially-viable proposition

The company was _____ after the founders _____ an _____ during a university project. The _____ behind the product was simple: use _____ to _____ production costs.

After they _____ several tests, the team realised the plan could _____ real change in the industry. Although funding was limited, they managed to _____ the problem by offering a _____ rather than an expensive redesign.

In the end, their hard work _____, and the project became a _____ with clear _____ for both investors and customers.

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