

Read the passage and do the exercise.

In the Dragon's Den

Tingatang

The Dragons quickly decided that they didn't like the idea. Comments included, 'I immediately don't like it.' and 'The best place for you to start is by giving up this ridiculous idea.' So they didn't invest anything. Gill and Sarah didn't give up and carried on selling their pendants and rings at singles clubs and on dating websites, but the idea never really took off and the jewellery is no longer available.

Slappie watches

Two of the Dragons were prepared to give David the money he wanted, although only in exchange for 45% of the company. David decided to accept Dragon Nick Jenkins's offer. Minutes after the programme was broadcast, Slappie's website crashed because it was unable to cope with the 'insane' numbers of people trying to buy watches. Since then, the company has grown and Slappie watches are now available on many different websites, including Amazon.

Tangle Teezer

The Dragons listened patiently to Shaun's pitch, but when it came to investing in his business, they responded unanimously, 'I'm out!' One Dragon called it 'a waste of time' and Deborah Meaden said it was like a 'horse brush'. However, they were wrong. The brushes are now sold all over the world and have revolutionized the hairdressing industry. A few years after his Dragons' Den appearance, Shaun sold the company for over £100 million. And as he owned it entirely himself, he was the one who enjoyed the profits.

Complete the table below.

Choose **NO MORE THAN TWO WORDS** from the passage for each answer.

Write your answers in boxes below the table.

Tingatang	The 1 _____ rejected the idea. The founders still 2 _____ selling their products at 3 _____ and on 4 _____. Finally, the 5 _____ disappears.
6 _____	Two of the Dragons agreed to invest to gain 7 _____ share of the company. The number of customers surged after the show was 8 _____. The products are now sold on 9 _____.
Tangle Teezer	The Dragons did not invest in because they thought the products were similar to a 10 _____. However, the products have significant impacts on 11 _____ now. Because not sharing the company with any investors, the founder obtained the 12 _____.