

Subject: Crazy Ideas that Paid Off!

1. Match the halves. Do you remember the meaning of the following phrases? If not, check them in an English-English dictionary.

travel	the rooftops
business	kit
take	venture
at	box
face	a killing
make	the problem
cardboard	least
shout from	something into account

2. Which idea do you like best? Rank them from 1 (best) to 5 (worst). Justify your choice.



Three Socks from Throx



Cast Tattoos



Fatheadz Eyewear



Pet Rock



Reserve a Spot in Heaven

3. Invent a gizmo. Write a short paragraph about your product.

4. Speaking practice: Do you think the following products could be as successful as the ones described in the article? Justify your opinion.



- Reserve a spot in hell
- Magic rock
- Glasses for rodents
- Plaster cast bracelets
- Leashes for umbrellas
(for fastening an umbrella
to your hand)



5. Imagine that you are a journalist. Which company founder (from the ones described in the article) would you like to interview? Write 5 questions that you'd like to ask them.
