  
The Apprentice

**Does anybody know who this is?**  
His name is Alan Sugar AKA Lord Sugar and he is a British business man, media personality, politician, and political adviser. In 1968, he started what would later become his largest business venture, consumer electronics company, Amstrad.

For this week’s task, I would like you to design a new product or business idea and tell me why you think that this idea should be invested in. I would like you to draw/describe your new product/ business idea and write a persuasive piece of writing which persuades me to want to invest in your product.   
  
**Why is your idea different to any other? Is it worth the expenses? Who is this product aimed at?**   
  
Good Luck!