Man Sells British Countryside Air to China

An English entrepreneur has started a booming business from selling bottled, British countryside air to Chinese consumers. Leo De Watts, 27, struck upon the idea of selling air to China after seeing news footage of pollution and smog in Chinese cities. He guessed there was a market for cleaner air. De Watts launched his company last year in the somewhat imaginatively named industry of "air farming". His team "harvests" air in bottles from various locations across Britain and ships it to China. Even though the air is cheap to collect, De Watts puts a hefty price on his products. Chinese lovers of British air have to pay around $115 for a 580 ml bottle of the fresh stuff.

De Watts was born in the British countryside and said he appreciates the quality of the air in rural Britain. He now lives in Hong Kong where he sells his fresh air at local street markets. A lot of his merchandise is sold in Chinese cities such as Beijing and Shanghai, where pollution can be particularly bad. He said his Chinese customers can be quite fussy about exactly what kind of air they buy. He explained in a promotional video that: "Quite often a lot of our orders are bespoke. We have clients who request very particular circumstances for their air. Sometimes we'll be at the top of a mountain, and other times at the bottom of a valley." He added: "There's really a market for this. We've just started."

MATCH THE MEANING OF THE WORDS:

1. entrepreneur a. values

2. struck upon b. places

3. locations c. environment

4. hefty d. goods for sale

5. lovers e. business person

6. appreciates f. custom-made

7. merchandise g. large

8. fussy h. aficionados

9. bespoke i. picky

10. circumstances j. thought of

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| --- | --- | --- | --- |
| 1. | How old is the entrepreneur? | 6. | Where in Britain was the entrepreneur born? |
|  | 1. 28 2. 27 3. 25 4. 29 |  | a) the countryside b) Scotland c) London d) in a hospital |
| 2. | What did the man see that made him decide to start his business? | 7. | Where does the entrepreneur live now? |
|  | 1. a mountain 2. clouds 3. news footage of pollution 4. an oxygen shop in Beijing |  | a) Beijing b) Shanghai c) London d) Hong Kong |
| 3. | When did the man start his company? | 8. | Who can be fussy about the kind of air they buy? |
|  | 1. a few days ago 2. in 2010 3. 2 years ago 4. last year |  | a) entrepreneurs b) people in rural England c) Chinese consumers d) people with breathing problems |
| 4. | What is the name of the industry the man is in? | 9. | What does the man sometimes have to go to the top of to get air? |
|  | 1. Aerodynamics 2. Air farming 3. Soft air 4. Bottled oxygen |  | a) a tower b) a hill c) a building d) a mountain |
| 5. | How much air can you buy for $115? | 10. | What does the man sometimes have to go to the bottom of to get air? |
|  | a) 580 ml b) half-a-liter c) a liter d) 100 ml |  | a) a mine b) a valley c) the sea d) a cave |

**Startup Sheet**

*You are going to create a startup and try to get funding for it.*

Name of startup:

What is the problem your start up solves?

How does your startup solve the problem?

How is your startup different from other similar businesses?

How much money do you need?

Who are your customers and how big is the market?

CCQ’s

TRUE / FALSE:

a. The businessman selling the air is from England. **T** / F

b. The man got the idea after seeing pollution in China on the news. **T** / F

c. The industry the man is in is called 'air harvesting'. T **/ F**

d. The air costs $115 for a liter bottle. T / **F**

e. The man was born in the middle of the city of London. T / **F**

f. The man now lives in Beijing. T **/ F**

g. Some Chinese customers ask for mountain air. **T** / F

h. The man said there was a market for selling countryside air. **T** / F

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| **1.** | How old is the entrepreneur?  **27** |
| **2.** | What did the man see that made him decide to start his business?  **News footage about pollution** |
| **3.** | When did the man start his company?  **Last year** |
| **4.** | What is the name of the industry the man is in?  **Air farming** |
| **5.** | How much air can you buy for $115?  **580 ml** |
| **6.** | Where in Britain was the entrepreneur born?  **The countryside** |
| **7.** | Where does the entrepreneur live now?  **Hong Kong** |
| **8.** | Who can be fussy about the kind of air they buy?  **Chinese consumers** |
| **9.** | What does the man sometimes have to go to the top of to get air?  **A mountain** |
| **10.** | What does the man sometimes have to go to the bottom of to get air? |

**A valley**

|  |  |
| --- | --- |
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