

Business Idea 72



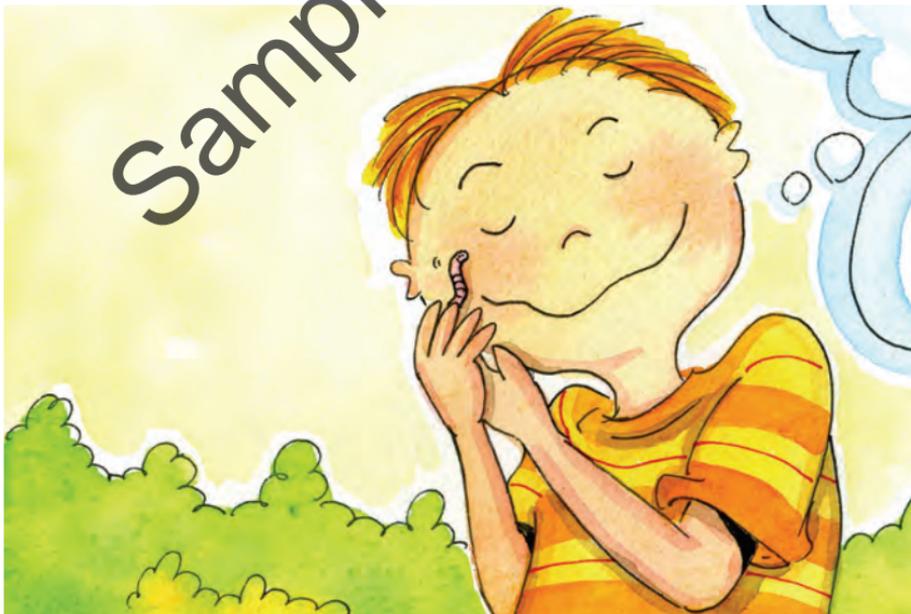
George dreamed up Business Idea 72 after his mum had said, “No, George, you cannot have a pet, and could you please put the kitchen scraps into the worm farm, *now!*”

Business Idea 72 was George’s best-ever business idea. Well, it was a lot better than Business Idea 71, “Jog a Dog”, which turned out to be a bit dangerous because you just couldn’t jog some dogs. But that’s another story.

“Looks like you’re the only pets I’m ever going to have,” George grumbled to the worms as he emptied the scraps into the worm farm.

Then George remembered the pet lizard he used to have that ran away. And that's when he had Business Idea 72.

There were lots of kids out there just like him who wanted a pet, weren't there? And why did they want pets? So that they could look after them, name them, breed them, and play with them. Worms may not be the best playmates you could ever have, but you could still have them as pets, couldn't you? George could.



And what about the kids who already had a pet lizard or bird or fish? Wouldn't they want to treat their animals to fresh worms? Of course they would! George did.

And let's not forget all the kids who would like to go fishing with their grandparents if they could just get some live bait. Well, George didn't know any, but there must be some out there.

And how many parents were just like his mum and wanted to save the planet by recycling everything, even kitchen scraps?

