

A yellow speech bubble with a tail pointing towards the bottom-left corner, set against a dark blue background.

**Word of the Week**

Word of the Week

# Lucrative (adjective)

Are you familiar with this word?

What does it mean?

Can you use it in a sentence?

Word of the Week

**Lucrative** (adjective)

## Definition

Producing a great deal of profit.

## Word of the Week

# Lucrative (adjective)

Producing a great deal of profit.

## Examples

“Governments often provide grants to universities for research projects they believe could become **lucrative** in the global market.”

“The footballer signed a new contract with the club that was incredibly **lucrative**, making him one of the highest-paid players in the league.”

“They invested heavily in renewable energy, seeing it as a **lucrative** industry.”

Can you come up with your own?

## Word of the Week

# Lucrative (adjective)

Producing a great deal of profit.

## Synonyms

Profitable

Gainful

Productive

## Antonyms

Unprofitable

## Word of the Week

### Task

Add **lucrative** to your word of the week record sheet (page 18 of your planner).

Use this time to check you have all of the words from this term recorded as well.

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## Word of the Week

To set down in writing a reference.

"Use this page to record Word of the Week"

Week	Word
1	Inaugural
2	Extremophile
3	Sanctity
4	Placate
5	Heritage
6	Empowerment
7	Resilience
8	Empathy
9	Integrity
10	Elaborate
11	Ubiquitous
12	Anticipation
13	<b>Lucrative</b>
14	
15	

Week	Word
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## Word of the Week

# Lucrative (adjective)

Producing a great deal of profit.

## Challenge:

With a partner imagine that you are on the BBC show Dragons' Den. In the show entrepreneurs (people with new business ideas) pitch to a panel of five wealthy investors (the 'Dragons') in the hope of securing financial investment (money) for their business.



**Person 1:** You are an entrepreneur. You have an amazing business idea. Convince the Dragon that your idea is **lucrative**.

**Person 2:** You are the Dragon. You can invest in the business idea. Ask questions to find out if it will be **lucrative**.