



Lemonade Day!®



ENTREPRENEUR WORKBOOK
Youth Edition

Win BIG with your Lemonade Business!

Enter the Local and National Lemonade Day contests! Visit LemonadeDay.org/contests for contest rules and to enter.

BEST TASTING CONTEST

Does your taste win the test?

Your special lemonade recipe could give you a competitive edge! Enter your local Best Tasting Contest to see how your lemonade stacks up, try out your recipe before the big day, and compete for the title of **Best Tasting Lemonade**.

BEST STAND CONTEST

Does your stand STAND OUT?

Enter your lemonade stand in your local Best Stand Contest. Your creative stand design could help you win the title of **Best Stand** in your community!

YOU COULD WIN...

Ready for some REAL BIG prizes?

You can be eligible to win by turning in your Business Results! Submit your Business Results Form and share your story with us for a chance to win great prizes and inspire other youth with your success as an entrepreneur! We want to hear about your experience.

THE BIKE DRAWING

Just by sending in your Business Results, you are automatically entered in your city's drawing to win a **NEW BIKE!***



*One bike per official licensed Lemonade Day city. Bikes are not available through the Raising Cane's promotion.

YOUTH ENTREPRENEUR OF THE YEAR

Enter to win Youth Entrepreneur of the Year by turning in your Business Results!

Every city will choose a local winner and every local winner will advance to the **National Youth Entrepreneur of the Year Contest**.

THE GRAND PRIZE!

The National Youth Entrepreneur of the Year will be rewarded with a cash prize and a trip to the National City Directors Conference in Houston, TX



NO PURCHASE NECESSARY. Open to legal U.S. and Canadian citizens; 5 years of age or older at time of entry (parental permission may be required). VOID WHERE PROHIBITED. Official Rules: <https://lemonadeday.org/contest-rules>. Sponsor: P4L dba Lemonade Day.

Youth Entrepreneur Story

Briana Liles is a third grader from the Fort Hood, TX area but Briana isn't just your average 10 year old. **You see, she's an entrepreneur, she's a boss, and she's the winner of the 2018 National Youth Entrepreneur of the Year contest.** What you might not know about Briana if you met her is she's the founder, owner and operator of her own business, Miss B's Lemonade. When Briana found out about Lemonade Day, she thought it would be a great opportunity to raise money for an organization that hits close to home, the National Alopecia Areata Foundation (NAAF).

What she didn't know was how much she would be impacted by her experience. Along her Lemonade Day journey, Briana learned some valuable lessons about business and entrepreneurship that inspired her to think outside of the box about her future and what she was capable of. Being an entrepreneur isn't easy. Briana worked hard long hours, but in the end she achieved her goals! After paying back her investor her Lemonade Day sales amounted to \$561.53. She spent \$93.20 on herself as a reward for her hard work, she saved \$177.71 for her next business venture and she donated \$290.62 to the NAAF. As the 2018 National Youth Entrepreneur of the Year, Briana won a trip to a national theme park and she was a special guest at the 2018 National City Director's Conference. As you prepare for your Lemonade Day experience, here's some advice from Briana, "You are your own boss with this and the sky is the limit. All things are possible with hard work and dedication."



R-L: Michael Holthouse: Founder,
Briana Liles: YEOW Winner,
Charlie Hamilton: Chairman of the National Board,
Steven Gordon: National President,
Jennifer Baur: National Board Member

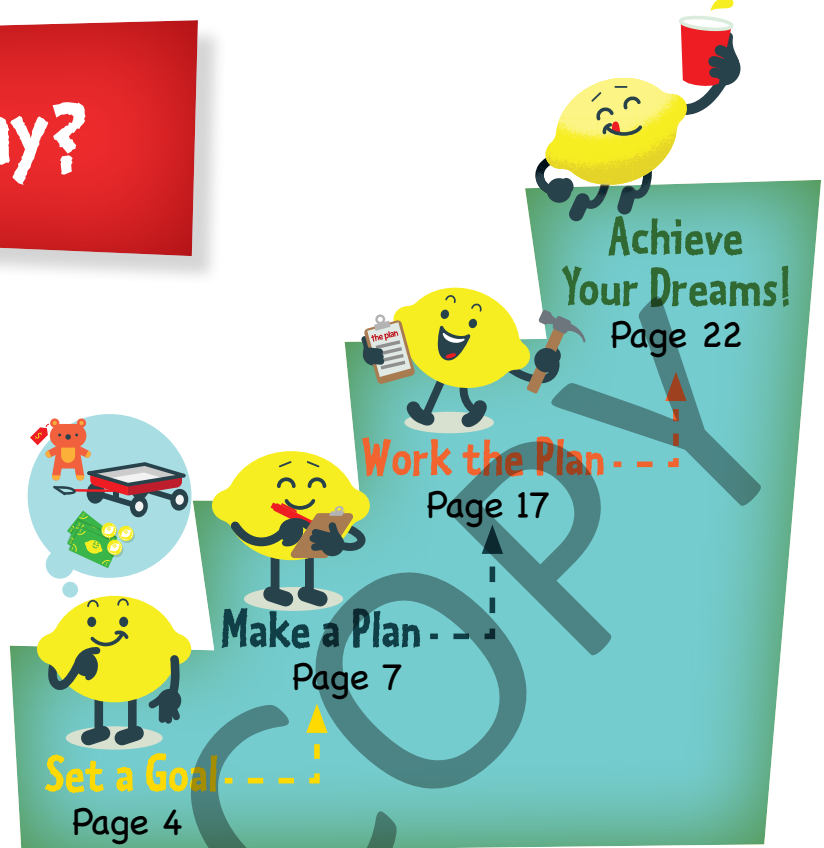
Read more about Briana, as well as other Lemonade Day youth, by visiting LemonadeDay.org/sweet-success-stories.

Why Lemonade Day?

Have fun!

Make money!

Learn the steps to success!



LOOK FOR THE FOLLOWING LESSONS AND ACTIVITIES:



LEMONADE LESSON: Make decisions about your business.



THINK: Take time to think more about your experiences.



LEMONADE ACTIVITY: Do an activity to help you achieve success.



LEMONADE TIPS: Follow these suggestions for doing a great job.



FIELD TRIP: Take a trip to complete your task.



I DID IT! Check off your accomplishments.



ROLE PLAY: Practice business scenarios before you do them.



REPORTING: Record your decisions and results so you can see how you did.



LEMONADE CONTEST: Be sure to visit LemonadeDay.org/contests to learn about our contests and your chance to win awards and prizes.

Adults

Join in the fun by helping your youth earn money and learn about ways they can be successful in business and in life. Lemonade Day offers multiple opportunities for involvement.

1. Mentor: Be a guide through the steps and decision-making process.
2. Teacher/Youth Leader: Incorporate this experiential learning program with your students or group.
3. Business Partner: Help your youth with transportation for the Field Trips.
4. Investor: Support an Entrepreneur by loaning them money to start their business.

Find the Mentor Guide and Teacher Guide under Resources at LemonadeDay.org for ideas to further engage your youth. We wish your youth and you much success!



Being an Entrepreneur



nce there were three children whose names were Michael, Kayla, and Joshua. They lived on the same block and went to school together. This story is about something that changed their lives.

One day after school, the three of them were playing basketball. David, an older kid, zoomed by on a skateboard waving at them.

"That skateboard is so cool!" said Joshua. "I keep begging my mom for one, but she says we can't afford it right now."

"My dad said the same thing to me," Michael told them. "I wanted a tablet for my birthday, but I didn't get one. My dad said if I want one badly enough, I have to figure out a way to earn the money."

After a few minutes of playing ball, Kayla cried, "Hey, I have an idea! We could sell lemonade to get the money we want. Lemonade Day is coming up. I heard about it at school. It sounds really fun and the best part is we get to keep all the money we make."

The three went back to shooting baskets when a familiar voice caught their attention. They saw Aunt Maria who volunteers in their class every Tuesday. "Aunt Maria! Aunt Maria!" they screamed with delight. "We have a great idea! Can you help us?"

"Of course I'll help you. What's your idea?" Aunt Maria asked.

"Well," Joshua said, "We need to make some money so we want to open a lemonade stand. Lemonade Day is coming up. Lots of kids all over the city will be selling lemonade, but we need an adult to mentor us."

"I will help you, but I am not going to do the work for you. There is much to be learned about running a BUSINESS and becoming an ENTREPRENEUR," said Aunt Maria.

• **Entrepreneur:** a person who starts a business for the purpose of making a profit

"An entrepreneur is basically a business owner," said Aunt Maria.

• **Business:** the selling of goods or services for the sake of earning a profit

"I've heard business owners make a lot of money, so why isn't everyone a business owner?" Michael asked.

"It's true that business owners can make a lot of money, but they also take on a lot of risks and responsibilities," Aunt Maria said. "They are in business to make a PROFIT, meaning that they make money after all EXPENSES are paid. If their business doesn't make money, they could lose the money they have put into their business."

• **Profit:** the money gained from sales after expenses are paid

• **Expenses:** all costs related to your business



STOP

THINK: Work with your mentor and do an internet search to learn more about famous entrepreneurs. Be sure to look for kid entrepreneurs too. Identify entrepreneurs in your community. They may be your next door neighbor, friends or relatives. Which entrepreneur inspires you?



STOP

THINK: Entrepreneurs are willing to take risks and start businesses for many reasons. One of those reasons may be to make money. Others have dreams that they want to make come true. Some have a great idea about something they think people need and might be willing to pay for. Others simply want to be their own boss.

Why do you want to start your own business?

ROLE PLAY:

On Lemonade Day, you'll want to tell your customers that you're running your own business. In other words, you are an ENTREPRENEUR! Practice introducing yourself to your mentor as an entrepreneur (en-tre-pre-neur). Here's a helpful sentence starter you can use:

Hi, my name is _____ and I'm the ENTREPRENEUR who owns this lemonade stand!

Joshua asked, "So what can I do to become an entrepreneur and be successful?"

Aunt Maria replied, "You can learn more about the Steps to Success."

SET A GOAL, MAKE A PLAN, WORK THE PLAN, AND ACHIEVE YOUR DREAMS

"You start by setting a GOAL, so that you have something to work towards as you establish your business. Lemonade Day is a great way to learn how to get what you want and put your goals into action." Aunt Maria answered. "In the first Step, Set A Goal, you will set four different kinds of goals: Spending Goals, Saving Goals, Sharing Goals, and Learning Goals. Let's Get Started!"

Goal: the specific task or target a person aims to achieve

Set a Goal

Aunt Maria said, "As a successful business person, you should consider spending some of the money you make on something you want or need as a reward for your hard work. This is called a Spending Goal."



Joshua thought and said, "So you mean this could be something like the skateboard I want?"

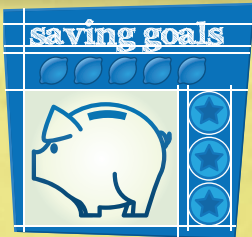
"Exactly," said Aunt Maria. "Do some research by going to the store, looking in newspaper ads or looking online so you can figure out how much it will cost."



LEMONADE LESSON:

So what is something you would like to buy with the profit you make from your lemonade business? Describe how you would like to **spend some** of your profit:

I want to spend \$ _____ to buy _____.
(Spending Amount) (Spending Goal)



"You might also want to consider saving some of your earnings. Think of things you know you might need or want in the future. Maybe you want to save money to put into your next business. Saving for the unexpected is always a good choice," said Aunt Maria.

"You may want to open a savings account," Aunt Maria continued. "A savings account at a bank is a safe place to keep your money and the bank will pay you **INTEREST** on the money you put in. The longer you leave the money in the account, the more money you will earn."

Interest: money paid to you by a bank for the money you have in a bank account

Joshua asked, "So even my birthday money? It can make money in my account, too?"

Aunt Maria smiled and said, "Yes, I wish someone had taught me this lesson when I was young. My savings account would be much larger today if I began saving at your age."



LEMONADE LESSON:

You may want to **save some** of your profit for a "Rainy Day" or for something you may need or want in the future. A bank may be a good place for your savings. What is your Saving Goal?

I want to save \$ _____ for _____.
(Saving Amount) (Saving Goal)



Aunt Maria said, "There is another goal you should consider. How about giving something back to your community or a local charity?"

Joshua thought for a minute, then turned to Aunt Maria. "You're right. I want to give some of what I make to help others."

"Great," Aunt Maria said. "Part of being a responsible business owner is caring about the community. After all, community members buy your lemonade! I am so proud of you. With kids like you, the future of our community looks bright," she said as she hugged him.



THINK: Why do you think a community (the place you live) is better when people give back and help others? Besides giving money, what are other ways you can help?



LEMONADE LESSON:

Choosing to **share some** of your profit with others is great and you can decide how much and with whom you would like to share. What are some things you care about? (i.e. animals, hungry people, the homeless)

Which organizations are helping meet those needs?

I want to share \$ _____ with _____ (organization).
(Sharing Amount) (Sharing Goal)



LEMONADE LESSON:

Financial Goal Summary

So let's summarize the financial goals you have set. Your financial goals include your spending goal, saving goal and sharing goal. Add these goals up to get your Profit Goal.

Spending Goal: I want to spend \$ _____ to buy _____.
(Spending Amount) (Spending Goal)

Saving Goal: I want to save \$ _____ for _____.
(Saving Amount) (Saving Goal)

Sharing Goal: I want to share \$ _____ with _____.
(Sharing Amount) (Sharing Goal)

After Lemonade Day, I will need \$ _____ (spend+save+share) in profit to meet my goals.
(Profit Goal)



"So you've set your financial goals and decided how much of your profit you would like to spend, save, and share. But you probably have some goals about what you hope to learn from your Lemonade Day experience. I call these learning goals," said Aunt Maria.

Joshua replied, "I want to learn how to make money by having my own business."

"I want to learn more about advertising so lots of people come to my stand," said Kayla.

Michael answered, "I want to learn how to have fun making money."

Aunt Maria said, "Everyone's Lemonade Day experience is different. So chances are different people will learn different things. After Lemonade Day is over, you will have a chance to look back at your answers and see if you achieved your learning goals."



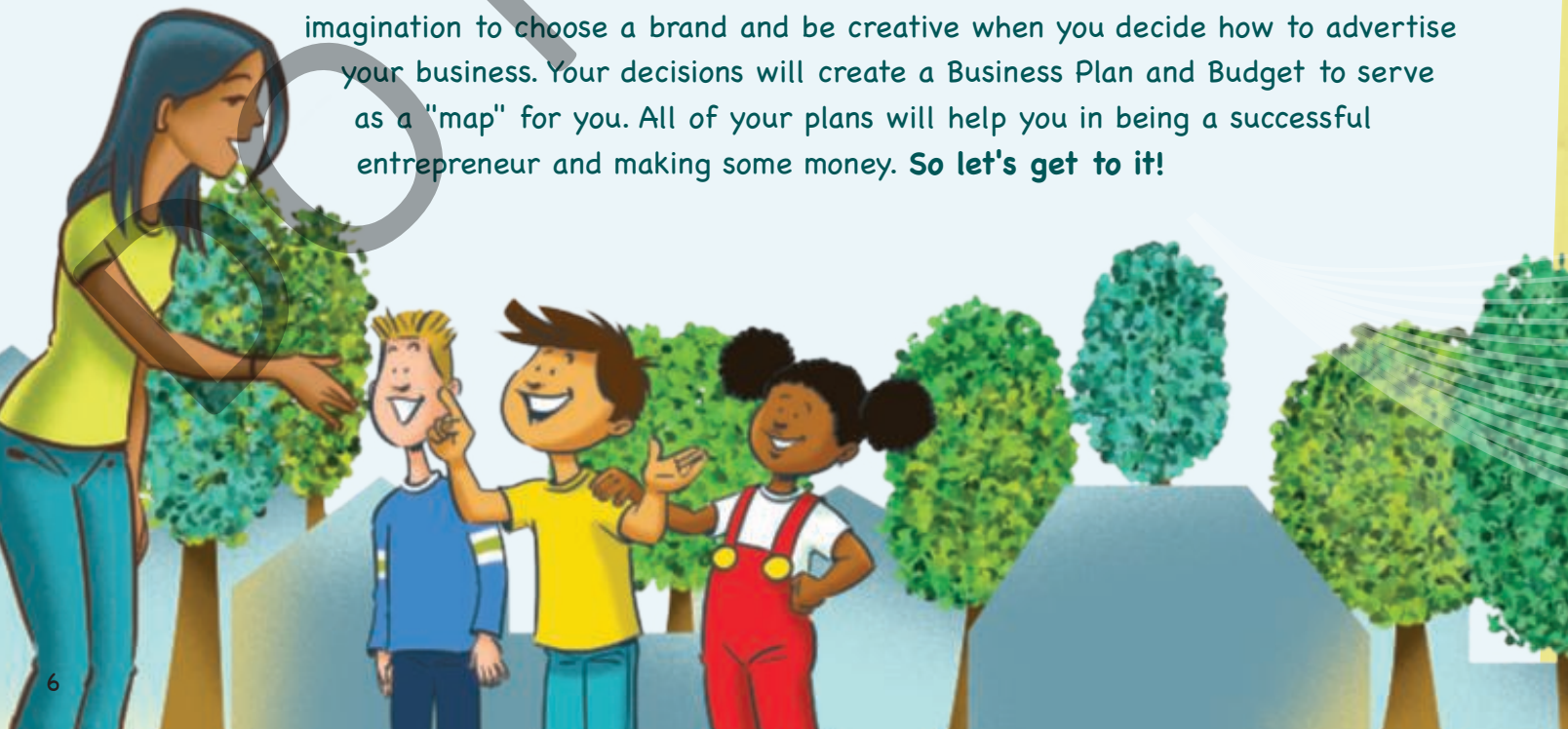
LEMONADE LESSON:

What do you hope to learn by participating in Lemonade Day?

(Learning Goal)

NOW THAT YOU HAVE SET YOUR GOALS, IT'S TIME TO MAKE A PLAN!

In the next Step, Make a Plan, you will have fun making lots of choices for your business. You will choose a Business Partner, a location, a lemonade recipe, and the type of stand. Use your imagination to choose a brand and be creative when you decide how to advertise your business. Your decisions will create a Business Plan and Budget to serve as a "map" for you. All of your plans will help you in being a successful entrepreneur and making some money. **So let's get to it!**



Make a Plan



FINDING MY BUSINESS PARTNER

Aunt Maria said, "Each of you will want to do your own stand and will need some help with transportation to visit a potential investor, purchase your supplies, and set up and run your stand on Lemonade Day. I don't think I can help all three of you at the same time. Who do you know that might be able to help?"

Kayla said, "I can find a Business Partner who can help me with these trips. Maybe one of my parents would want to help out."

"My older brother may be able to help me," said Michael.



ROLE PLAY: Find a friend so that you can help each other practice how you will ask your likely Business Partners. Tell your friend who you are going to ask and a little about that person. Read the Lemonade Tips for ideas on what to say. When one person is done, trade positions and have the other person practice their speech. Once you have practiced, ask your preferred Business Partner while it is still fresh in your mind.



LEMONADE TIPS: Asking Your Business Partner

Think about what will you say to the person you are asking to be your Business Partner. Why should they help you?

- Tell them you are learning how to start and run your own business using the Lemonade Day program.
- Explain how they can help you.
- Share your goals.
- Tell them how much fun it will be to work together.



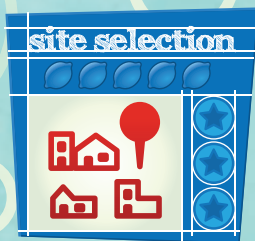
LEMONADE LESSON:

Who will be your Business Partner and what is their relationship to you (mom, dad, grandma, friend of family, etc.)?

Name _____
(Business Partner Name)

Relationship _____
(Business Partner Relationship)





"My mom agreed to be my Business Partner," Kayla said. "What should we do next?"

"Now, you each need to find the perfect location. Choosing the right location may be the single most important decision you'll make for Lemonade Day. Think about why a market or a restaurant picked their location—this might help you as you decide where to put your lemonade stands. Where can you find lots of thirsty people with money?"

Look at the map to get ideas for where you could put your lemonade stand.



LEMONADE TIPS: Characteristics of a Good Location

Location, Location, Location. An important part of a successful business is being in the right place at the right time. The amount of money you make will depend on the number of people who will buy your lemonade. Review the characteristics of a good location to make sure you choose the best location.

- | | | |
|---|---|--|
| <input type="checkbox"/> Safe place | <input type="checkbox"/> People are thirsty | <input type="checkbox"/> You have permission to sell there |
| <input type="checkbox"/> Lots of people | <input type="checkbox"/> People have money | |



LEMONADE ACTIVITY:

Have your Business Partner take you around your community to look at your location options. What are the pros and cons of various locations?



LEMONADE LESSON:

So where do you want to set up your stand?

We encourage you to set it up on Lemonade Day with other kids in your city and across America.

Pick a time to operate your stand when you think you will have the most people.

Where will you put your lemonade stand? _____ (My Stand Location)

What day will you be open? _____ (Date of Operation)

What time will you open? _____ am/pm (Hours of Operation Start)

What time will you end? _____ am/pm (Hours of Operation End)



Later that afternoon, Kayla and her mom talked about her Lemonade recipe. "Lemonade can be made in lots of ways. You need to decide what kind you want to make. You will want to consider taste, convenience, and cost in your decision," Kayla's mom explained.

"Mom, is there a special family recipe that I could try?" Kayla asked.

"As a matter of fact there is," said Kayla's mom. "Your grandma used to make the best lemonade for us when we were kids."

"I'm so excited," Kayla said. "I can't wait to mix the ingredients from grandma's famous recipe. I know grandma's lemonade was great, but what if we added some fresh strawberries?" Kayla asked.



STOP

THINK: Talk with your mentor about the kinds of lemonade you can make. Consider whether you want to make fresh squeezed lemonade, use a powder mix, or purchase a prepackaged option. Do you want to add fresh fruit or other special ingredients? Talk about the differences in taste, how difficult it is to make (convenience) and how much it costs. Choose a recipe that best fits your goals for your lemonade.



LEMONADE LESSON: Briefly describe your lemonade recipe and the ingredients you will need.

(My Lemonade Recipe)



LEMONADE CONTEST: Best Tasting

Test your recipe with family and friends to make sure you have a winner. Then enter this contest by visiting LemonadeDay.org/contests.



☐ **I DID IT!** I entered the Best Tasting Contest.

Lemonade Supplies:
items that once you use them they are gone and you have to buy more.



LEMONADE ACTIVITY:

Create a shopping list for your lemonade. Include all ingredients for your lemonade recipe and the supplies you will need. Review your list with your mentor to make sure you have thought of everything. It will make it much easier when you go to the store if you plan ahead of time. Kayla's list of supplies included the following but you may need others:

- Cups
- Trash bags
- Hand sanitizer
- Cleaning wipes/ spray
- Gloves
- Napkins
- Bagged Ice
- Paper Towels



LEMONADE TIPS: Your Serving Size

Decide on your serving size and your cup size so that you serve the right amount of lemonade in your cups. You probably want your cup size to be slightly larger than your serving size so you can add ice. But you don't want the cup size to be too big or you might run out of lemonade!

Kayla's mom continued, "As part of your planning, you will need to get an idea of the cost of the items on your shopping list so you will have an idea or estimate of how much money you will need to start your business." Kayla and her mom researched how much things cost by taking a trip to the grocery store and looking online for the cost of ingredients and supplies.



LEMONADE LESSON:

Cost Per Cup

Based on their research, Kayla and her mom calculated the approximate cost per cup of the following types of lemonade. Kayla provided these costs to help you in calculating the cost of your lemonade. She decided on an 8 oz. serving. If you choose to price your own ingredients, your costs may be different.

Fresh squeezed lemonade..... \$.68
 Powdered lemonade mix..... \$.16
 Frozen mix..... \$.29
 2-liter bottle \$.18
 Single serve bottles/cans \$.28
 Single serve powder \$.47

Select which type of lemonade you would like to make and enter the Cost per Cup of Lemonade in the chart below.

Kayla's research indicated that supplies cost an average of \$.10 per cup. Enter the Cost of Supplies per Cup in the chart below.

Adding the cost for your lemonade ingredients and the cost of your supplies will give you the Cost per Cup of your lemonade product.

	Instructions	Amount
Cost per Cup of Lemonade	Use the estimated cost for the kind of lemonade you want to make from Kayla's research or calculate your own	\$
+ Cost of Supplies per Cup	Use the estimated cost of \$.10 from Kayla's research or calculate your own	\$
= Cost per Cup	Cost per Cup of Lemonade + Cost of Supplies per Cup	\$

(Cost per Cup)

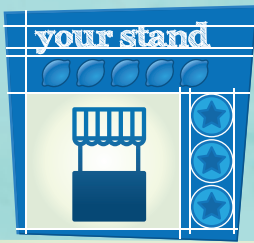
Price Per Cup

You also need to decide on your selling price. Think about the type of lemonade you are selling. You may be able to charge more if it has extras. Consider the amount people are willing to pay and the price charged by other lemonade entrepreneurs. (Kayla's market research suggested that the range of selling price per cup is \$.50 to \$2.00)

How much do you think you can charge per cup for your lemonade? \$_____

(Price per Cup)

You have made some smart decisions about your product and are one step closer to being ready for Lemonade Day.



"Now that you've selected your location and your lemonade recipe, you need to decide what kind of stand you will have," said Aunt Maria. "Will you use a folding table or wagon? Maybe you want to purchase a stand or make one yourself. Think about what kind of stand is the right fit for your location and your budget."

Stand Equipment: items that you can use over and over again



LEMONADE LESSON:

What kind of stand do you want to have? Research what materials you need and visit stores or go online to see what they cost. Can you borrow or get materials donated to cut your costs? Don't forget to think about how you will transport your stand to your stand location. What kind of stand will you have? _____

How much do you think your stand will cost? \$_____ (Cost of Stand)

You will also need to plan for equipment for your stand. You may be able to borrow many of these items. If you do need to buy any of them, research the cost in the store or online.

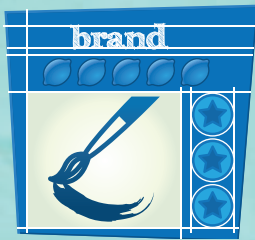
Michael was able to borrow these items for his stand. You can use his list for ideas on what you might need.

- Empty pitcher
- Tip jar
- Ice chest
- Mixing spoon
- Cash box
- Chairs

How much do you think equipment for your stand will cost? \$_____ (Cost of Stand Equipment)

Draw a picture of what you want your lemonade stand to look like!





Aunt Maria continued, "The way your business looks can attract customers or drive them away. Make sure it is attractive and remember that the more unique it is, the better it will stand out. A brand can help. With a theme, like your favorite movie or sport, you can tie together your stand, your signs, your lemonade and even what you wear. Create a slogan, a short, catchy phrase, that will help people remember you, and use it on your stand and in your advertising."

"I'm going to name my stand *Michael's Super Space Lemonade* and my slogan is *Right From the Stars*," said Michael.



LEMONADE LESSON:

What is the theme of your stand? _____ (My Brand/Theme)

What is your slogan? _____ (My Slogan)

What do you want to name your stand? _____ (My Stand Name)

How will you decorate your stand (table cloth, balloons, flowers, etc.)? _____

How much do you think you will spend on your decorations? \$ _____ (Cost of Stand Decorations)



"You want lots of customers on Lemonade Day so that you can meet your goal. Have you thought how you're going to ADVERTISE so people will know about your stands?" asked Aunt Maria. After thinking for a moment, Joshua said, "I know. I should make a really big sign and put it in front of my stand!"

Michael said, "My dad is going to help me make a website, put my stand on the Google Map at Lemonade.Day.org/brand-your-stand, and announce it on his social media sites."



LEMONADE LESSON:

Advertising incorporates your brand with messages about your business and product, like your location, hours of operation, and price of your lemonade. It lets people know who you are, what you are selling and why it is special. Your advertising could include flyers, signs, social media, and word of mouth.

What is your advertising plan to attract customers to your stand? _____

_____ (My Advertising Plan)

How much do you think you will spend on advertising items like flyers, posters and signs? \$ _____ (Cost of Advertising)

Advertising: everything that you do to tell customers about your business or product



LEMONADE TIPS: Guidelines for Your Stand Sign

- * Include what you're selling (lemonade).
- * Include a unique thing about your business.
- * Make it easy to read from far away.
- * Keep it neat.
- * Include your stand name.
- * Include how much it costs.



"Now that each of you has made lots of decisions about your lemonade business, your next step is to create a Business Plan," said Aunt Maria.

"I have a great recipe, found a good location, and decided on a stand," said Joshua.

Michael said, "I decided on a brand, a great theme, and I know how I'm going to advertise it."

Kayla chimed in, "You know what I am going to do? I am hiring my little brother to help me with my stand. I told him that I would buy him an ice cream if he helped me on Lemonade Day."

Business Plan: summary of all the decisions you have made



REPORTING: In the Lemonade Lessons, you chose your product, your stand, your location, your brand and your advertising. Now summarize and report those decisions here (the page number where you made them are shown in parentheses). Now that you can look at your plan in one place, make sure it makes sense to you. You may change it if you like. It should tell the story of how your business is going to succeed. Very soon you will put your plan in action!

My Business Plan

Business Owner's Name: _____

Business Partner Name: (Page 7) _____

Business Partner Relationship: (Page 7) _____

My Stand Name: (Page 12) _____

My Stand Location: (Page 8) _____

Date of Operation: (Page 8) _____

Hours of Operation: Start _____ am/pm. End _____ am/pm. Total _____

My Lemonade Recipe: (Page 9) _____

My Brand/Theme: (Page 12) _____

My Slogan: (Page 12) _____

My Advertising Plan: (Page 12) _____

Spending Goal (Page 4) \$ _____ to buy _____.

Saving Goal (Page 4) \$ _____ for _____.

Sharing Goal (Page 5) \$ _____ with _____.

Profit Goal (Page 5) \$ _____

Learning Goal (Page 6) _____



"The next step is to work on a BUDGET. A budget is your plan for how much you will spend on your business (EXPENSES) and how much you plan to make (REVENUE). Your budget should account for everything that is in your Business Plan," Aunt Maria said.

"How many cups will I need to sell to meet my goal?" asked Kayla.

"Let's review your budget and see," said Aunt Maria.

Budget: a list of all planned expenses and revenues



LEMONADE LESSON:

Now that you have all of the costs for your stand, calculate the Profit you need to meet your goal. You will need enough profit to make your Profit Goal and pay for your other expenses (expenses other than those for your lemonade ingredients and supplies). Then calculate the number of cups you need to sell by following the directions in the chart below.

Revenue: all money that comes into your business

Expenses: all costs related to your business

HOW MANY CUPS DO YOU NEED TO SELL TO MEET YOUR GOAL?

EXPECTED OTHER EXPENSES

	Amount	Page Number
Cost of Stand	\$	Page 11
+ Cost of Stand Equipment	\$	Page 11
+ Cost of Stand Decorations	\$	Page 12
+ Cost of Advertising	\$	Page 12
=TOTAL OTHER EXPENSES	\$	
+ Profit Goal (G)	\$	Page 5
= PROFIT NEEDED TO MEET GOAL (T)	\$	
Price per Cup (S)	\$	Page 10
- Cost per Cup (C)	\$	Page 10
= Profit per Cup (R)	\$	
Expected Number of Cups Needed to Sell ($T \div R = N$)		

Do you think you can sell that many? ____Yes ____No

If not, talk with your mentor about what you might need to do to plan for a more reasonable number. You may have to change your selling price, expenses, your goals, or a combination of all of them.

Profit: the money gained from sales after expenses are paid



REPORTING: Now summarize and report the numbers that you expect for Revenue and Expenses in the chart below (the page numbers where you made these decisions are shown in the "Page Number" column). Look at your Expected Revenue and Expected Expense to calculate your Expected Profit and compare it to your Profit Goal. $\text{REVENUE} - \text{EXPENSES} = \text{PROFIT}$. Solving this equation will show you whether your decisions and estimates will allow you to reach your goal.

MY BUDGET

	Amount	Page Number
EXPECTED REVENUE		
Lemonade Sales (S) * (N)	\$	
(Price per Cup * # Expected Cups)		
+ Expected Tips	\$	
= Total Expected Revenue (R)	\$	
EXPECTED EXPENSES		
Cost of Lemonade (C) * (N)	\$	
(Cost per Cup * # Expected Cups)		
+ Cost of Stand	\$	Page 11
+ Cost of Stand Equipment	\$	Page 11
+ Cost of Stand Decorations	\$	Page 12
+ Cost of Advertising	\$	Page 12
= Total Expected Expenses (E)	\$	
(R) - (E) = EXPECTED PROFIT (P)	\$	

Compare your Expected Profit to your Profit Goal.

PROFIT/GOAL COMPARISON	Amount	
Expected Profit (P)	\$	
- Profit Goal (G)	\$	
= (P) - (G) = Difference	\$	

Is your Expected Profit greater than or equal to your Profit Goal? ____Yes ____No

If yes, Great, you're ready to move to the next step. If not, check your calculations.



"Having a Business Plan and Budget will likely mean you make fewer mistakes and save yourself time and money - so more profit. I can't wait to see your lemonade stands in action!" exclaimed Aunt Maria.



"We figured out how much our business will cost, but we don't have any money to begin," explained Kayla.

Loan: a thing that is borrowed, especially a sum of money that is expected to be paid back with interest

"Then you will need to get a LOAN to start your lemonade business. An INVESTOR loans you the money to buy all of the items you need to set up your business. After calculating your budget, how much money will you need to ask to borrow Joshua?" Aunt Maria asked.

"I will need \$30 to cover the costs of my lemonade business," Joshua said.

Can you think of someone who can be your Investor and loan you the amount of money you need?" asked Aunt Maria.

Investor: a person who lends money in order to earn a financial return



LEMONADE TIPS: Who Can You Ask To Be An Investor In Your Lemonade Business?

- Parent
- Older Brother/Sister
- Other Family Member
- Your Friend
- Neighbor
- Friend of the Family
- Bank, Savings & Loan or Credit Union

"You need to pay back your Investor with INTEREST. Interest is the fee charged for borrowing money. An Investor might agree to loan you the \$30 and charge you \$1 interest, does that sound reasonable?"

"Hey, wait a minute!" Joshua exclaimed, "I do all of the work and I have to give them money?"

Interest: a charge or fee for borrowed money

Aunt Maria replied, "What if you don't make money? Then they lose the money they have loaned you. You haven't put up any cash at all. They believe in your business, but they're the one at risk of losing money."

"Okay, I guess when you put it like that, paying them back with interest is fair," Joshua said.



THINK: Look at your Budget and figure out how much money you need to borrow. How much are your Expected Expenses? Do you have enough money for them? If not, you will need an Investor. Who will you ask to be an Investor in your Lemonade business?

I need to borrow \$ _____ to start my Lemonade business.

I will ask _____ to be my Investor.

Tell your mentor in your own words what interest is. How will it affect your Profit?



ROLE PLAY: In order to attract an Investor, you have to get them excited about your business! You want to make them believe in your ideas so they feel comfortable loaning you money. Practice what you will say to your investor in your presentation by role playing with your mentor using the following sentence starters (write the answer to these questions before you practice):

You should invest in my business because _____

My business stands out because _____

Your loan will help me reach my goal of _____

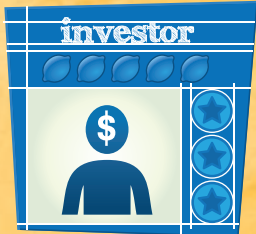
I will work hard to earn the money to pay you back by the date of _____

If I am unable to repay my loan and interest, I will _____

Work the Plan

NOW THAT YOU HAVE MADE YOUR PLAN,
IT'S TIME TO WORK THE PLAN

"You have set your goals and completed the planning for your lemonade business. So contact your Business Partners," said Aunt Maria. "In this Step, Work the Plan, you will put your plan into action!"



VISIT YOUR INVESTOR

"My mom is my Business Partner and she is taking me to ask our bank for a loan," said Kayla



FIELD TRIP: Have your Business Partner take you to visit your potential investor. Take your Business Plan and Budget. You will also need a Loan Agreement to fill out with your investor. Use everything you learned from your practice in preparing for your presentation. After your investor and you sign the agreement, thank them for supporting your business and you.



I DID IT!

My Business Partner took me to meet with my Investor, and I got a signed loan agreement.



REPORTING:

Complete the Loan Agreement with your investor.

Lemonade Day Business Loan Agreement

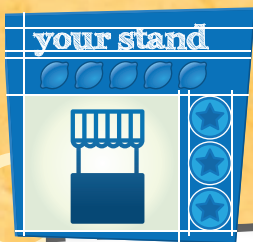
I _____ will borrow \$_____ from _____ for
(your name) (loan amount) (investor name)
my lemonade business. I will pay \$_____ in interest for a total repayment amount of \$_____. This
(loan interest amount) (loan total)
will be paid in full no later than _____. The consequences of not meeting these terms, or
(loan due date)
defaulting on this loan will be _____.
(consequences)

I _____ will not release _____ from her/his duty to repay the
(investor name) (your name)
loan and interest in full, as this is an important part of the Lemonade Day experience.

Signed,

X _____ X _____
Entrepreneur (that's you) Investor Date

"Now that you have money to get started, you can start buying the materials and equipment you need to build your stand and purchase your lemonade ingredients and supplies," said Aunt Maria.



CREATE A STAND

"My Business Partner is my dad and he is taking me to get the things I need for my stand. Then we can make it," said Michael.



FIELD TRIP:

Have your Business Partner take you to purchase the materials to build your stand. Be sure to also purchase any stand equipment that you were not able to borrow. And don't forget to purchase the decorations you want for your stand!



I DID IT! My Business Partner and I gathered the materials and equipment needed to create my stand.

LEMONADE ACTIVITY:

Now that you have the materials you need for your stand, have your Business Partner or mentor help you put it together. The amount of time and work it will take will depend on your choice of the kind of stand. If you are building it, this may take some time. Be sure you have an adult to help you and use good safety guidelines. If you decided on a folding table, you may just need to make sure it's ready to be packed up on Lemonade Day. You will also want to make sure you have gathered all your stand equipment and decorations so you will have them ready to go on Lemonade Day.



LEMONADE ACTIVITY:

Have your parent visit LemonadeDay.org/brand-your-stand and place your stand on the map. This will advertise the location of your stand and attract customers.



I DID IT! I put my stand on the map.



PURCHASE YOUR LEMONADE SUPPLIES

Joshua said, "Aunt Maria, thanks for being my Business Partner. Can we go to the store today to purchase my ingredients and supplies? I have my shopping list ready."

FIELD TRIP:

Have your Business Partner take you to the store. Take your shopping list, coupons, your budget, a calculator, and your money when you purchase your ingredients and supplies.



I DID IT! My Business Partner and I went to the store to purchase my supplies.

LEMONADE ACTIVITY:

Keep your receipts so you can adjust your budget to reflect actual prices. Then make sure you are still on target to meet your financial goals.



LEMONADE TIPS: Purchasing supplies

- * Look for coupons in newspapers and online.
 - * Shop at your neighborhood grocery store or farmers market.
 - * If you choose to use fruit, pick the freshest fruit possible.
 - * Check into borrowing supplies or getting them donated for free.
 - * Tell the store manager about your business and ask if they would be willing to donate supplies or ingredients.
 - * If you buy in bulk at a warehouse store, it may be cheaper, which means you can make more money.
- But beware! You may buy more (spend more) than you need.





Lemonade Day!®

It's here!

MAKING LEMONADE

"It's time to make your lemonade. You need to make the best product possible. The better your lemonade tastes, the more the customers will buy. Your lemonade should be healthy, and your hands and your stand should stay clean while you are serving your customers. You also need a plan for throwing away the trash or recycling, especially since you are using paper cups," Aunt Maria explained.



LEMONADE TIPS: Sanitation and Safety

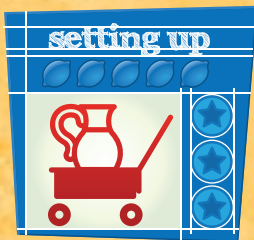
- * All business owners are responsible for creating a safe and healthy product that follows local health department guidelines. (Check your city's website to see if there are any local guidelines you should follow.)
- * Always wash your hands with hot soapy water before preparing food. Wash your hands often.
- * If your hair is long, tie it back or wear a cap.
- * Prepare your foods on clean surfaces. Make sure counters, cutting boards, spoons and cutting knives are washed and sanitized before using them.
- * Have an adult help you slice the lemons.
- * Use paper or plastic pitchers and cups instead of glass.
- * Hold cups at the bottom and do not touch the tops of the cups (where people's lips will go).
- * Cover the lemonade and ice cubes between servings to keep bugs and dirt out.
- * Use a ladle or tongs to serve ice. Only use store bought bagged ice.
- * Provide a covered trash container to dispose of used cups and keep your area clutter-free.
- * Avoid preparing and handling foods if you are experiencing symptoms such as vomiting, diarrhea, a cold or a respiratory infection, or if you have had such symptoms in the past 48 hours.
- * Never operate your lemonade stand alone. Ask your Business Partner, mentor or parents to supervise your business and do not leave the stand without telling them.
- * Do not run out in front of cars.



LEMONADE ACTIVITY: Lemonade Day is here! Make your lemonade! You selected your recipe and went to the store to purchase your ingredients. Review all the sanitation and safety tips so that you provide a healthy lemonade product. Have fun making a great tasting lemonade!



I DID IT! I made great lemonade and followed the health guidelines.



SETTING UP

On Lemonade Day, Michael, Joshua, and Kayla got up early to get everything ready. They wore their Lemonade Day outfits. They packed up their lemonade, filled the ice chests with ice, and gathered all the items they had prepared for their businesses. It was a beautiful day – warm and sunny – the perfect weather for selling lemonade!



LEMONADE ACTIVITY:

It's time to pack up and take all of the items you need for your lemonade business to your location. Successful businesses operate smoothly because the owners make sure they are prepared for the day. Make a checklist of all the items you will need for your stand. Make sure you have all of your supplies ready to go, including change. If you're wearing clothes to match your brand, be sure you have them ready. Plan to buy the ice just before you open for business. Make a list and check it twice!



FIELD TRIP:

Have your Business Partner help you load up, make any stops for additional items like ice, and set up your place of business. Now is when you get to put all your plans in action. Have fun setting up your business – decorate your stand, put up your sign, and set out your lemonade and all your supplies. Now all you need are customers!



I DID IT! I set up my lemonade business.



LEMONADE CHECKLIST:

Lemonade ingredients and supplies

- ☐ Lemonade
- ☐ Cups
- ☐ Napkins
- ☐ Paper towels
- ☐ Cleaning spray/wipes
- ☐ Trash bags/can
- ☐ Hand sanitizer
- ☐ Gloves

Lemonade stand and equipment

- ☐ Lemonade stand
- ☐ Chairs
- ☐ Pitcher
- ☐ Mixing spoon
- ☐ Ice chest
- ☐ Tip jar
- ☐ Cash box

Other

- ☐ Signs
- ☐ Markers
- ☐ Tape



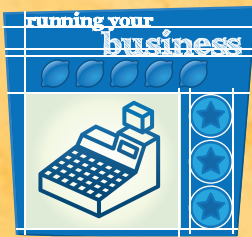
LEMONADE TIPS:

Things To Think About Before You Go

- * How long will it take to set up your stand and supplies?
- * What time should you arrive to set up at your location?
- * Do you have change for customers who will need correct change? (Be sure to get change in the form of dollar bills and quarters.)
- * What is your plan for disposing of trash?
- * Do you have an alternate location planned if needed?
- * Don't forget to keep track of the number of cups you sell so that you can calculate your business results accurately.

Aunt Maria said, "You've done a great job of planning so set up has gone smoothly. Are you ready to sell some lemonade?"





RUNNING YOUR BUSINESS

As a reminder, before you open your stand, you'll want to visit LemonadeDay.org/brand-your-stand to add your stand to the map so people can find you on Lemonade Day.



LEMONADE ACTIVITY:

Before your stand opens, practice handling some customer service scenarios and review the tips for providing good customer service. Be prepared to answer questions like: What's your recipe? What's the price per cup? Why are you doing your stand and what are your goals? But more than anything, be ready to have fun!



ROLE PLAY:

Practice handling different customer service scenarios with your mentor. Example: How would you respond if a potential customer says they do not want to buy any lemonade? What if they ask you why your lemonade costs more than another stand? Be prepared and respond with confidence.

The first customer bought two cups. As he walked away, Joshua discovered he paid more than the price for two cups of lemonade.

"Sir," Joshua said as he hurried after the customer, "You paid me too much money; I need to give you back some change!"

"No, I meant to give you that amount," he said. "It is your tip for giving such great service." Joshua walked back to Aunt Maria and happily announced, "You won't believe this. It was a tip for great service! I am glad we brought the tip jar!"

As the day progressed, Joshua sold all the lemonade he had made.

Joshua began cleaning up and then went to thank Mr. Smith, the store manager, for allowing him to sell lemonade in front of the store.



LEMONADE TIPS: Providing Great Customer Service!

Be friendly. Greet each customer with a smile and look them in the eye. Thank them for their business.

Be professional. Have fun running your business, but keep the line moving. Keep yourself and your stand neat and clean. Make sure to give back accurate change.

Be flexible. If someone doesn't like your lemonade, listen to the reason. Fix the problem if you can (add more ice, extra lemon) or offer a refund.

Be safe.

Be visible. Make sure people can see your stand and your sign from a distance.

Be creative. Try to sell more by offering customers a second cup or a refill.

Be clean.

Be grateful. If you are on private property, thank the owner.



LEMONADE ACTIVITY:

Sell some lemonade!

Have fun!

Make money!

☐ **I DID IT!** I ran my Lemonade Stand!



LEMONADE CONTEST: Best Stand

With a great plan and unique brand, you have the chance to win the Best Stand Contest. Visit LemonadeDay.org/contest to learn more!



☐ **I DID IT!** I entered the Best Stand Contest.

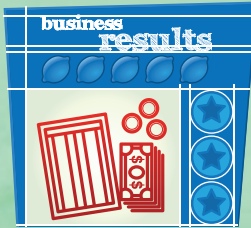
Achieve Your Dreams

NOW THAT YOU HAVE WORKED
YOUR PLAN, IT'S TIME TO
ACHIEVE YOUR DREAMS!

Congratulations! You are now an entrepreneur!

But the journey is not over yet. It's time to evaluate your success and reflect on your Lemonade Day experience.

It's time to have fun as you spend, save and share.



BUSINESS RESULTS AND ACCOUNTING

Once they arrived back home, Joshua was eager to count the money.

"Now," said Aunt Maria, "First count all of the money you made and then list all of your expenses from the receipts you saved from your supplies. Subtract your expenses from your revenue. That result will be your profit."

Accounting: keeping track of how much money comes in and goes out of your business as you sell things and buy things

LEMONADE ACTIVITY:

Successful entrepreneurs always take the time to figure out whether they've met their financial goal. This allows them to determine what things they should keep or do differently so that they can achieve even more success. Fill out the Accounting and Business Results worksheet to see whether you met your goal. Accounting is how we keep score in business.

☐ **I DID IT!** I completed the accounting for my business.



REPORTING: Tell us your business results in the worksheets below.

Accounting Results Worksheet

Participant Name(s) _____

Stand Name _____

Operations

Revenue

Lemonade Sales \$ _____

Tips +\$ _____

Total Revenue (S) =\$ _____

Expenses

Cost of Lemonade (U) \$ _____

Cost of Stand (U) +\$ _____

Cost of Stand Equipment (U) +\$ _____

Cost of Stand Decorations (D) +\$ _____

Cost of Advertising (A) +\$ _____

Interest on Loan (I) +\$ _____

Total Expenses (U + D + A + I = T) =\$ _____

Profit (S - T) \$ _____

Did you meet your goal? ☐ yes ☐ no

Loan

Amount borrowed \$ _____

Amount repaid \$ _____

Business Results Worksheet

Total hours of operation _____

Number of cups sold (L) _____

Selling price per cup (R) \$ _____

Cost per cup (T / L = C) \$ _____

Profit per cup (R - C) \$ _____



LEMONADE CONTEST: Youth Entrepreneur of the Year Complete the

Business Results Form at LemonadeDay.org/business-results to be eligible for awards and prizes!

☐ **I DID IT!** I entered the Youth Entrepreneur of the Year Contest.

REPAY YOUR INVESTOR

"I made \$154 including tips!" Joshua said. "My expenses totaled \$30, so that means I made a profit of \$124. Is that right?"

"That's right but I loaned you \$30 for your expenses," Aunt Maria said. "Remember our agreement - that you would pay back the loan with \$1 interest. That means you pay me \$30 plus \$1 interest."

So Joshua took \$31 and repaid Aunt Maria's loan. "Thank you for believing in me!" Joshua said as he hugged his aunt.

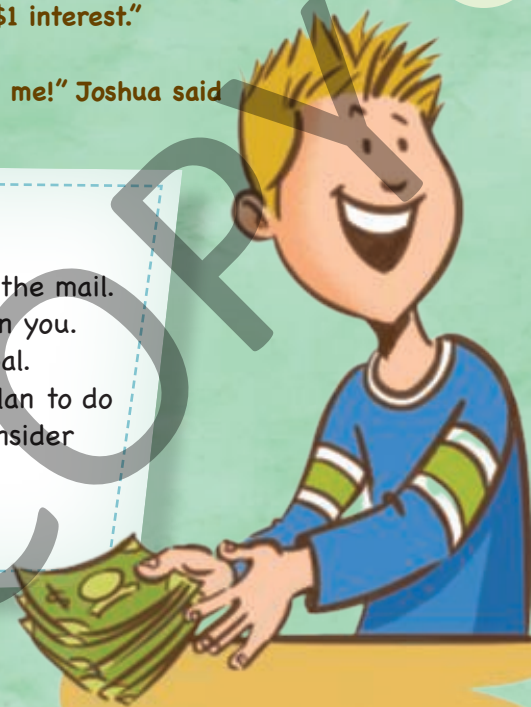


LEMONADE ACTIVITY:

1. Repay your loan in person, if possible. If not, you can send it in the mail.
2. Write and send a thank you note. Thank them for having faith in you. Tell them about your results and whether you achieved your goal. Share some fun stories from your day. Tell them whether you plan to do Lemonade Day again next year. Tell them you hope they will consider investing in your next business.



☐ **I DID IT!** I repaid my investor with interest.



SPEND SOME, SAVE SOME, SHARE SOME

"I made \$123. I did it all by myself," Joshua said.

"You have all done a great job and you should be very proud of your accomplishments," said Aunt Maria, "Now it's time for the fun part - using the money you made to buy something for yourself, save some for the future, and share some with your favorite charity."



FIELD TRIP:

Ask your Business Partner to help you realize your goals by doing the following:

Spend Some: Go to the store and buy yourself the item you selected as your reward for your hard work.

Save Some: If you set your goal to save some money and put it in the bank or another financial institution, now is the time to make a visit and add to or open a savings account for the money you plan to save.

Share Some: If the charity you selected to share with has a physical location in your town, then deliver your donation to them and take the opportunity to learn more about their organization.



☐ **I DID IT!**

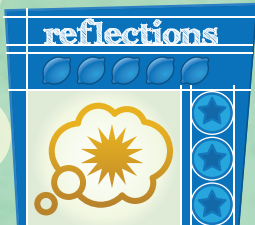
I spent \$ _____ to buy _____.

I saved \$ _____ for _____.

I had a savings account before Lemonade Day: ____Yes ____No.

If no, I opened a savings account: ____Yes ____No.

I shared \$ _____ with _____.



REFLECTIONS & FUTURE PLANS:

The next day, Joshua, Kayla, and Michael met back at school before the first bell rang. They were really excited to share their stories.

"Wow," Kayla said, "Who knew we could learn so much from selling lemonade?"

"And have so much fun!" Michael added.

"Lemonade Day is one of the best examples of assets in action that we have ever seen. Every city in America should provide this for their youth."

Peter Benson, Ph.D.

Former President and CEO
of Search Institute

STOP

THINK: Now that you are an entrepreneur, what is next for you? Reflect on your experience during Lemonade Day to answer the following questions:

What did I learn? _____

What did I do well? _____

Was my location good? Is there a better location for future lemonade stands? _____

What would I do differently next time? _____

What will be my next business? (Think of your interests and choose one that you could imagine turning into a business.) _____



LEMONADE CONTEST: Share your story

As part of your entry in the Youth Entrepreneur of the Year Contest, have your parent help you share your story at LemonadeDay.org/business-results.



☐ **I DID IT!** I Shared My Story!

**SET A GOAL, MAKE A PLAN, WORK THE PLAN, AND
ACHIEVE YOUR DREAMS**



Glossary of Terms

Advertising: everything that you do to tell customers about your business or product

Accounting: keeping track of how much money comes in and goes out of your business as you sell things and buy things

Budget: a list of all planned expenses and revenue

Business Plan: summary of all the decisions you have made

Business: the selling of goods or services for the sake of earning a profit

Entrepreneur: a person who starts a business for the purpose of making a profit

Expenses: all costs related to your business

Goal: the specific task or target a person aims to achieve

Interest: money paid to you by a bank for the money you have in a bank account; a charge or fee for borrowed money

Investor: 1. a person who lends money in order to earn financial return
2. to use, give, or devote (time, talent, etc.), as for a purpose or to achieve something

Lemonade Supplies: items that once you use them they are gone and you have to buy more

Loan: a thing that is borrowed, especially a sum of money that is expected to be paid back with interest

Profit: the money gained from sales after expenses are paid

Revenue: all money that comes into your business

Stand Equipment: items that you can use over and over again

Resources

Online

Lemonade Day: lemonadeday.org/resources

Biz Kids: www.bizkids.com

Lemonade Tycoon: www.someschoolgames.com/kids-games/lemonade-tycoon/

Lemonade Larry: www.prongo.com/lemon/

Secret Millionaire's Club: www.smckids.com

App

Savings Spree by Money Savvy Generation





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