

WHAT IS LEMONADE DAY?

Lemonade Day is a FREE, fun, program that will teach you to become an entrepreneur through the experience of starting, owning and operating your very own business – a lemonade stand. You will earn your own money and make decisions about how to spend, save and share it.

WHAT IS LEMONOPOLIS?

Lemonopolis is an online, virtual world where you will learn everything you need to know about running your lemonade stand business. As you explore Lemonopolis, you will view videos and complete fun activities that will set you up for Lemonade Day success. The lessons you learn in Lemonopolis will prepare you for setting up your actual business on Lemonade Day!

HOW DO I GET STARTED?

- 1. If you have this My Journal, then you should be registered for Lemonade Day and ready to go! Ask your mentor for your Lemonopolis username and password which they will find in their registration confirmation email.
 - a. MENTORS: If you did not receive a confirmation email, please check your email junk folder first and then contact <u>support@lemonadeday.org</u> if you still do not see it. Also don't forget to check out our NEW mentor app!
- 2. Visit MyLemonadeDay.org and use your username and password to login and get started.
- 3. When you first login you will see a blue Register button. Click the Register button and it will change to a red Start button. After you click the Start button you will see the menu of all of the Lemonade Day lessons.
- 4. You will want to complete all of the lessons within Lemonopolis so that you're ready for Lemonade Day.

BEFORE LEMONADE DAY DON'T FORGET TO:

- Have your mentor help you add your stand location to the map of stands by visiting LemonadeDay.org/brand-your-stand.
- 2. Set up your stand on Lemonade Day in your city.

After LEMONADE DAY DON'T FORGET TO:

 Have your mentor help you visit your city's Lemonade Day website to submit your Business Results and enter to win local and national contests.





Be the pilot of your own adventure in the world of BUSINESS!

Visit MyLemonadeDay.org to start your journey. Use the username and password from the registration confirmation email to login and get started.

- Grab a co-pilot a parent, grandparent, teacher, or other mentor to help you along the way.
- 2. Use this journal to log your plans and important business decisions.

Follow these 4 steps to a successful lemonade stand. Use the circles to check off the steps as you complete them: Achieve Your Dreams k the Pla

- Your journey through Lemonopolis will take you through each of the
 Steps to Success.
- After completing the Lemonade Day lessons, you will be ready to SETUP YOUR LEMONADE STAND AND BE AN ENTREPRENEUR.
- 3. Use the circles above to check off the steps as you complete them.
- 4. When you have completed your journey, submit your Business Results in order to enter the local and national contests. Visit LemonadeDay. org/Business-Results. For more information on contests and prizes, visit LemonadeDay.org/contests.

Set a Goal



My Spending Goal: I want to spend \$	to buy
My Saving Goal:	for
My Sharing Goal: I want to share \$	with
My Profit Goal:	
After Lemonade Day, I will need \$ meet my goals.	(spend + save + share) in profit to
I want to start my own	business because
My Learning Goal:	
I hope to learn	

Make a Plan



My Business Plan

Business Owner's N	Name:
Business Partner N	lame:
Business Partner R	Relationship:
My Stand Name: _	
My Stand Location	:
Date of Operation:	
Hours of Operation	n: Start am/pm.
	End am/pm.
	Total
My Lemonade Reci	pe:



Then enter this contest by visiting LemonadeDay.org/contests

▶ □ | DID | T | I entered the Best Tasting Contest.

My Slogan:	
My Advertising Plan: _	
Spending Goal \$	to buy
Saving Goal \$	for
Sharing Goal \$	with
Profit Goal \$	
Learning Goal	



My Budget

PER CUP INFORMATION Expected Price per Cup (S) \$_____ Expected Cost per Cup (C) \$_____ Expected Profit per Cup (S-C) \$_____ Expected Number of Cups of Lemonade I Need To Sell to Meet My Goal (N): _____ **EXPECTED REVENUE** Lemonade Sales (S*N) \$_____ **Tips** + \$_____ Total Expected Revenue (R) **EXPECTED EXPENSES** Cost of Lemonade (C*N) Cost of Stand Cost of Stand Equipment + \$_____ + \$_____ Cost of Stand Decorations Cost of Advertising Total Expected Expenses: (E) Expected Profit: (P) (R-E) PROFIT/GOAL COMPARISON Expected Profit: (P) Profit Goal: (G) Difference: (P-G) My Expected Profit is greater than or equal to my Profit Goal? Yes No. I need to borrow \$ _____ to start my Lemonade business. I will ask _____ to be my Investor.

Work the Plan



□ I DID IT!

- My Business Partner and I met with my Investor and I got a signed Loan Agreement.
- My Business Partner and I worked together to make my stand.
- ☐ My Parent helped me put my stand on the map.
- My Business Partner and I went to the store to purchase my supplies.
- ☐ I made great lemonade and followed the Health Guidelines.
- ☐ I set up my lemonade business.
- I ran my lemonade stand!





LEMONADE CONTEST: Best Stand

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

DID IT! I entered the Best Stand Contest.

Achieve Your Dreams



Accounting Results Worksheet

OPERATIONS REVENUE Lemonade Sales: Tips: Total Revenue (S) **EXPENSES** Cost of Lemonade: Cost of Stand: Cost of Stand Equipment: Cost of Stand Decorations: Cost of Advertising: Interest on Loan: (I) Total Expenses: (T) PROFIT: (S-T) ☐ Yes Did you meet your goal?: 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

Visit Lemonadeday.org/Business-Results to submit your Business Results and be eligible for prizes. Find out more about the Youth Entrepreneur of the Year contest at LemonadeDay.org/contests.

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

Spend Some,







At the end of my adventure, here's what I did with my profit.
□ I spent \$ to buy a
□ I saved \$ for
I had a savings account before Lemonade Day: \square Yes \square No If no, I opened a savings account: \square Yes \square No
□ I shared \$with
☐ I paid back my investor.
Add a picture of what you bought with your profit.

My Reflections & Future Plans

Wildi a	id I learn?
	ill be my next business?
(Think o	f your interests and choose one that you could
imagine	turning into a business)
imagine	turning into a business)
imagine	turning into a business)
imagine	-





My Story

Please share your story about your Lemonade Day experience



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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



My Notes



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 CONTESTDoes 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 Bermuda, 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.



Find us on:

www.facebook.com/LemonadeDay

www.twitter.com/LemonadeDay

www.instagram.com/LemonadeDayNational

www.pinterest.com/LemonadeDay

Share Your Story! #lemonadeday

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LemonadeDay.org

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