ONLINE ADVENTURE KIT

# Lemonade Boss

### **Summer Bonus** KIT

#### **Contents**

What is an Entrepreneur? | Profit Worksheet | Loan Agreement | Marketing Plan | Customer Service Tips | Journal & Reflection | Parent Guide | Stand Signs | Certificate: Lemonade Boss | Profit Tracker Sheet



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### Real Business Principles

An entrepreneur is someone who sees a problem, comes up with a solution, and builds something to make it real. Entrepreneurs take risks, work hard, and grow from their experiences.

Business Element	Lemonade Stand Example
Product/Service	Fresh lemonade
Target Market	Local community, park visitors, neighbors
Startup Costs	Lemons, sugar, cups, signs, table
Revenue Model	Charge \$1 per cup
Marketing	Posters, social media, chalk signs
Customer Experience	Clean setup, fast service, friendly smile
Profit	Income – Expenses = Your earnings
Giving Back	Donate part of profit to a cause you care about
Startup Funding	Ask for a loan (parents, grandparents, neighbors) or launch a mini crowdfunding campaign with family & friends

"You don't have to be an adult to be an entrepreneur. You just have to start."

### Why This Matters

### Benefits for Kids

- ☀ Going through the prep and planning process helps kids ☀
  - Take ownership of their project with real responsibility
  - Build confidence by being ready and organized
  - Practice life skills like problem-solving, time management, and clear communication
  - Feel empowered to run something on their own and see it through from start to finish
  - Learn that even small businesses need planning and heart!

### Dear grown-Up

Thanks for joining your child on this lemonade adventure! This workbook is more than just selling drinks—it's about building confidence, creativity, and real-life skills like planning, budgeting, and customer service.

Your role is to support and encourage—let them take the lead, even when it's a little messy. Celebrate their effort, not just the outcome.

Try practicing greetings, brainstorming flyer ideas, and talking through what they learned after the big day. Mistakes are welcome—this is all part of learning.

Thanks for helping them grow into a confident, capable Lemonade Boss!

- The Cyp Team

# ENTREPRENEUR

What is it?

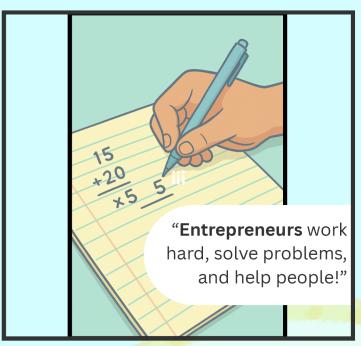
"An entrepreneur is someone who has a creative idea..."





"...and makes a **plan** to bring it to life!"







What's your lemonade stand name?
Think of something fun and catchy!

My stand's name is:

My slogan:

Draw a simple logo:

Flavor Ideas	Add-Ins	Fun Twists
Classic Lemon	Mint Leaves	Sparkly Lemonade 🔭
Strawberry Lemonade	Berries	Frozen Lemon Slush 🤍

Cast Vision

### What Kind of Boss Do I Want to Be?



What does a great boss do?

How do they treat people?

Write or draw the kind of boss you want to be! Make a list, sketch it out, or write a few sentences.

"You're never too young to dream big and start small."

### Real Business Principles

An entrepreneur is someone who sees a problem, comes up with a solution, and builds something to make it real. Entrepreneurs take risks, work hard, and grow from their experiences.



"You don't have to be an adult to be an entrepreneur. You just have to start."

Most businesses need money to get started. That's called startup capital. If you don't have the money yourself, here are a few real-world options you can use:

1

2

Crowdfund It

Make a short pitch about
what you're selling and why
you're giving back. Share it
with family and friends.

"\$1 helps me start my stand and support animal rescue!"

Ask for a Loan
Borrow \$10-\$20
from a parent,
grandparent, or
neighbor and
promise to pay it
back with a little
interest or a
thank-you treat.

3

Split the Startup Costs
Ask a friend to partner up and share the work (and profit).

"Do what you can, with what you have, where you are."— Theodore Roosevelt

### Profit & Expenses

Understanding how business really works—even if your parents buy the supplies!

# what?

- Profit is the money you have left over after you pay for your supplies.
- Here's the simple formula:
- Profit = Total Income Total Expenses
- If you sell \$20 worth of lemonade...
- And your supplies cost \$8...
- Your profit is \$12.

That's your real earnings—what you actually made from your hard work!

# Why?

Even if your parents are paying for supplies now, it's important to understand that businesses don't get their materials for free.

Learning about profit helps you:

- 🕏 Make smart money decisions
- Think like a real entrepreneur
- II Track what's working—and what isn't
- Build skills that apply to ANY job or business in the future

# Example.

Stand A	Stand B
Sold 30 cups at \$1 each	Sold 20 cups at \$1.50 each
Made \$30	Made \$30
Spent \$20 on supplies	Spent \$10 on supplies
Profit = \$10	Profit = \$20

\$30, Stand B earned more profit by using fewer supplies and charging a smart price!

### Lesson.

- Business is about more than just making money—it's about making it wisely.
- Tracking profit helps you plan better, grow faster, and avoid wasting money.

"Profit is the reward for your effort, smart thinking, and planning."

### Expense Worksheet

### Goal: Help your child understand how income, expenses, and profit work in a real business setting.

- 1. List each item you'll need to run your lemonade stand. (Examples: lemons, sugar, cups, signs, pitcher)
- 2. Write how many of each item you plan to buy in the Quantity column.
- 3. Write the cost of ONE of that item in the Cost Each column.
- 4. You can ask an adult or look it up online if you're not sure.
- 5. Multiply Quantity × Cost Each to get the Total Cost for that item.
- 6. Add up all the Total Costs to get your Total Supplies Cost at the bottom.

T Item	<b>\</b> Quantity	<b>■</b> Cost Each	🏅 Total Cost
Lemons			
Sugar			
Cups			
Pitcher			
Poster/Signs			
Other			
Total Expenses (Sum of All Total Costs)			
Price Per Cup (Total Income ÷ Cups Sold)			

#### **Profit Worksheet**

Use this section to plan your price per cup, estimate sales, and figure out how much profit you can make from your lemonade stand!

- 1. Price Per Cup How much will one cup cost? (e.g. \$1.00)
- 2. Estimated Cups to Sell How many do you plan to sell? (e.g. 20 cups)
- 3. Total Income Multiply cups × price. This is your money before expenses.
- 4. Total Supplies Cost Add up what you spent on supplies.
- 5. 5 Profit Income minus supplies cost = what you actually earn!

<b>★</b> Item	— Your Answer
Price Per Cup	\$
Estimated Cups to Sell	cups
Total Income (Cups × Price)	\$
Total Supplies Cost	\$
S Profit (Income - Cost)	\$

"Opportunities don't happen. You create them."

— Chris Grosser

### Asking for a Loan

Learning how to ask for help, make a plan, and pay it back—like a real entrepreneur.

why?

Starting a business sometimes means needing help with the first few dollars. That's called startup capital. A loan teaches responsibility, planning, and how borrowing works in the real world.

# script

"Hi [Name],
I'm starting a lemonade
stand and working on a
real business plan. I
need a small loan of
\$\_\_\_\_ to help cover my
startup costs like
lemons, cups, and
signs.

I've written down
exactly what I'll spend
it on, and I'll pay you
back by [plan].
If you'd like, we can
write up a loan
agreement together to
make it official.
Would you be willing to
help me get started?"

### what?

Before talking to your lender (parent, grandparent, or neighbor), make sure you:

- Know how much money you need
- Know what you'll spend it on
- Have a plan to pay it back
- Are ready to be responsible



Fill In Your Own Request

- Who will I ask? \_\_\_\_\_\_\_
- How much will I ask for? \$\_\_\_\_\_
- What will I use the money for?

"The best way to predict the future is to create it."

— Peter Drucker, management expert and author

### Loan Agreement

This simple loan agreement helps you borrow money responsibly to start your lemonade stand. It teaches trust, honesty, and how borrowing works in business.

Borrower (Child's Name):	
Lender (Parent/Grandparent/Neighbor):	
• Loan Amount: \$	
Date Loan is Given:	
What the Loan is For:	
Payback Plan	
How I will repay the loan:	
o (examples: "\$1 per day until paid," "10% of each sale," etc.)	
✓ Interest Details	
Will I pay interest? (circle one):	
YES / NO	
• If YES, how much?%	
Date loan will be fully repaid by:	
I agree to borrow and repay this loan honestly and on time.	
agies to sellen and repay time tour memority and on time.	
Borrower Signature:	
Landar Cignatura	
Lender Signature:	

"A loan isn't free money—it's a promise. Show you're trustworthy."

### Why marketing matters?

Telling people about your lemonade stand is just as important as making the lemonade!

### what?

Starting a business sometimes means needing help with the first few dollars. That's called startup capital. A loan teaches responsibility, planning, and how borrowing works in the real world.

# Real Talk

You can have the best lemonade ever—but if nobody knows you're open, you won't sell a single cup.

Marketing helps people find you—and remember you.

# why do it?

Learning to market something helps you:

- **\$\int\_{\circ}\$** Build confidence speaking to others
- Think about what makes your product special
- Get creative with visuals, slogans, and social media
- Understand how real businesses attract customers
- Prepare for future jobs or ventures where communication is key

# Example

You could say:

"I'm selling strawberry lemonade this Saturday at the park—cold drinks and big smiles!"
That's marketing!

Ways to market your stand:

- Make posters and flyers
- Ask a grown-up to post online
- Tell friends, neighbors, and walkers
- Offer fun extras or deals to catch attention
- Use a catchy name and slogan

"Make it simple. Make it memorable. Make it inviting to look at. Make it fun to read."

— Leo Burnett, legendary advertising executive

### Marketing Plan

#### Where will you spread the word?

- □ Tell my family and friends□ Make posters/signs
- ☐ Ask grown-up to post on social media☐ Invite neighbors
  - □ Other:\_\_\_\_\_

#### Why your lemonade is special?

(Flavor, fun extras, friendly service?)

#### What will you say to customers?

(Practice your pitch!). Example:

"Hi! I'm running my own lemonade stand today. Would you like to try a cup of strawberry lemonade?"

My Pitch:

#### Who do you hope will stop by?

- □ Neighbors
- □ Walkers/Bikers
- ☐ Friends from school
- □ People at the park
- ☐ Grown-ups with kids
- □ Other: \_\_\_\_\_



Opening Day Plan

Let them pick a day and time and write it clearly.

I'm opening on:





#### What will you say to customers?

- □ I will ask my parent/guardian before sharing anything online.
  - □ I can take a photo of my stand (with permission).
- □ We'll write a fun caption to invite people to come.

Caption idea:

"Lemonade lovers—come visit my stand this Saturday! Cold drinks, cool vibes, and big smiles!"

My caption:

Why Flyers Matter?

A flyer isn't just decoration—it's your message to the world!

# what?

A flyer is a small poster or handout that shares important info about your lemonade stand.

#### It usually includes:

- Your stand's name
- (b) When and where you're open
- Price per cup
- A fun phrase or slogan
- Colors, pictures, and excitement!

# Why?

Your flyer is the first impression your business makes.

#### A good flyer:

- Catches people's attention
- Shares the right info quickly
- Builds excitement and curiosity
- 🗣 Helps others talk about your stand
- Makes your business feel real

### imagine.

You hang your flyer at the park or on your front porch. A neighbor walks by and says:

"Oooh! Strawberry Lemonade this Saturday? I'll bring the kids!"

That moment?

Marketing just worked.

### Lesson.

- Design and layout skills
- How to choose the right words
- What your audience (customers!)
   care about
- How to promote yourself with confidence
- That your ideas are worth sharing

Flyer Content

Use this info to fill in your flyer in Canva:

stand name

where when?

# what are you selling?

my slogan

A fun phrase that makes people smile:

My flavors:

Price per cup:

what do you want people to feel?

### key words

Search words help you find perfect Canva images.

- □ Нарру
- □ Refreshed
- □ Excited
- □ Curious
- □ Other: \_\_\_\_\_

"Creativity is intelligence having fun." — Albert Einstein

Canva Tutorial



Go to Canva



Ask a grown-up to help you go to:

www.canva.com

Sign in (or have them sign in) and click

"Create a design" → Choose Flyer



Pick a Template

Search for "lemonade flyer" or "summer flyer"
Choose a fun, colorful one you like
Or start with a blank page and make your own!



Add Your Stand Info



- ▼ Your stand name
- ▼ Your lemonade flavors
- ✓ The price
- Where and when you're selling
- ✓ A fun slogan!



**Decorate It!** 



Make It Pop

- Add: lemons, cups, sun, smiles
- Bright colors: yellow, pink, blue
  - Fun, easy-to-read fonts



**Download or Print** 



Click "Share" → then "Download"

Choose PDF or PNG

Print it out or ask a grown-up to

post it online!

Why customer service matters?

People remember how you make them feel—even more than what you sell.

# what?

Customer service is the way you treat your customers—from the moment they walk up to your stand to the moment they leave.

#### It includes:

- 👏 Saying hello with a smile
- Being polite and helpful
- Handling money with careSaying thank you

# Real talk

Two kids sell the same lemonade.

One smiles, says hello, and thanks the customer.
The other just shrugs and says, "\$1."

Who do you think people will buy from again?
Customer service is the secret ingredient to every great stand.

# why do it?

- Makes people want to come back
- Gets others talking about your stand (hello, word-of-mouth!)
- ✓ Helps you sell more and build trust
  - Teaches empathy, patience, and communication
- Ruilds people skills you'll use in every job or business later on

### Notjust lemonade

- It's about how people feel when they buy it
- It's about showing respect and being kind
- It's about treating your stand like a real business—and yourself like a real boss

"Before anything else, preparation is the key to success."

- Alexander Graham Bell

### **Customer Service**

Happy customers = a successful stand!

Great customer service makes people want to buy from you—

and come back for more.



"Hi there! Would you like some fresh lemonade today?"

"Welcome! We've got cold lemonade—just \$1 a cup!"

"Thanks for stopping by! Let me know if you have any questions!"

Tip: Smile, make eye contact, and speak clearly!

#### Be ready to make change like a pro!

- 1. Repeat the price: "That'll be \$1, please."
- 2. Say thank you when they hand you money.
- 3. If they pay with more (like a \$5 bill), count back the change: "Here's \$4 back—thanks so much!"
- 4. Keep your money neat in a box, pouch, or container.
- Tip: Practice making change at home so you're quick and confident!

Want to stand out and make your customers smile? Try these extras:

- free sample sips Offer a tiny taste to curious customers
- Handwritten thank-you notes A small "Thanks for supporting me!" goes a long way
- Special deals "Buy 2, get a sticker!" or "Every 5th cup is free!"
  - Friendly vibe Play fun music, decorate your stand, or tell a joke!

Checklist:

Smile and say hello 🗸

Speak kindly and clearly 🗸

Say thank you 🗸

Give the right change <

Be patient and polite 🗸

Have fun! 🎉





"Kind words can be short and easy to speak, but their echoes are truly endless."

- Mother Teresa

### **Opening Day**

#### Lemonade Supplies

- □ Lemonade (prepped & chilled)
  - □ Extra pitcher or jug
  - $\square$  Cups (at least 20–30)
  - □ Ice (in a cooler or bucket)
    - □ Spoon or stirrer
  - □ Napkins or paper towels
    - □ Trash bag

#### **Extras**

- □ Journal & pen (to reflect afterward!)
  - □ Phone/camera (with parent)
- ☐ Music playlist or speaker (if allowed)
  - □ Big smile 😄

#### Money Stuff

- □ Cash box or zip pouch
- □ Starter change (\$1s, quarters)
  - □ Price sign
  - □ Profit Tracker sheet & pencil

#### **Stand Setup**

- □ Table
- □ Chairs or stools
- □ Stand sign or banner
- □ Decorations (bunting, balloons, etc.)
  - □ Weights or tape (if windy!)
  - ☐ Shade (umbrella or canopy)

#### Health & Safety

- □ Hand sanitizer
- ☐ Wet wipes or cloth towel
- ☐ First-aid bandage (just in case)
  - □ Sunscreen
  - □ Water for you to drink

Mv Add-Ons:

"Start where you are. Use what you have. Do what you can."

- Arthur Ashe

Want to keep growing your creativity, business skills, and design powers? Check out these awesome tools and classes!

Fun Extras



Canva Design School: Design Skills for Students Free video lessons on how to make posters, presentations, and more!

canva.com/design-school/courses/canva-design-skills-for-students



Kidpreneurs

A book and website built just for kid business owners! Learn about starting a business, saving money, and growing your ideas.





Biz Kid\$ (TV Show + YouTube)

Entertaining episodes that teach real business and money skills!

Topics: saving, budgeting, advertising, teamwork

Bizkids.com



Smart Cents with Moonjar
A great intro to saving, spending, and sharing money for kids.

moonjar.com

"Learning is the only thing the mind never exhausts, never fears, and never regrets." — Leonardo da Vinci







For successfully squeezing every drop of learning from the Lemons

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**Program Coordinator** 

ANA NEALIS
Program Coordinator

