



# CAPTAIN ENTREPRENEURSHIP<sup>TM</sup>

## STARTUP STAND SOUR

The  
Lemonade  
Stand  
Challenge



### Guide For Kids

Join Captain Entrepreneur on a fun mission  
to build your first business

7 YOH



**Hi, I'm Captain  
Entrepreneurship!**

**Today's challenge:  
turn lemons into  
lemonade... and a  
business!**

**Let's squeeze  
success together!**







**WHY  
LEMONADE?**

*Start Small  
Learn Big*



**LOW COST**



**EASY TO MAKE**



**TASTY**



**TASTY AND FUN TO  
SELL**





Before Starting:  
Put together  
your team to  
grow faster.



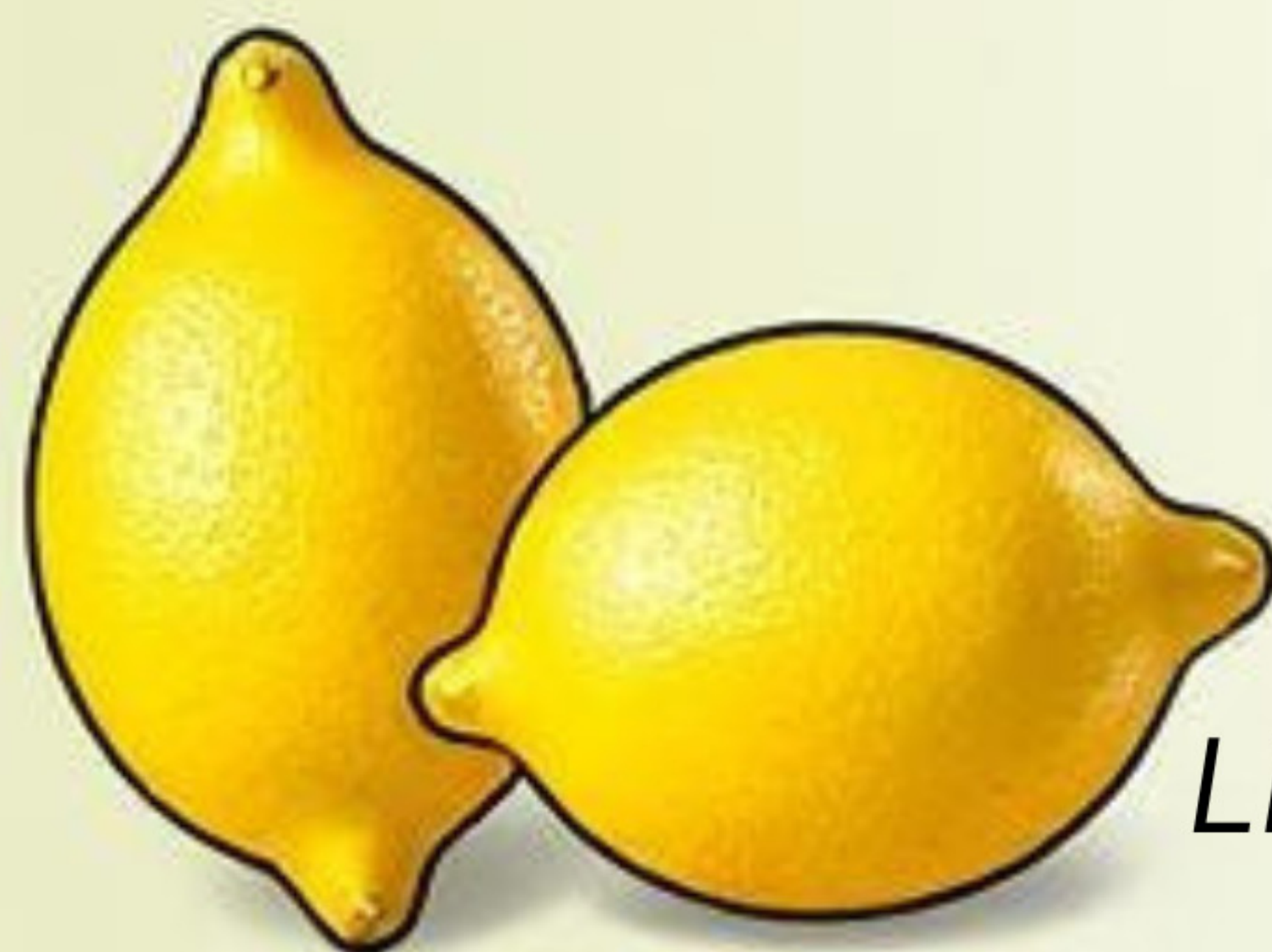
I HAVE THE  
BEST RECIPE



**EVERY BUSINESS NEEDS A TEAM.  
CHOOSE YOUR ROLE AND LEAD  
YOUR TEAM!**



**TOTAL BUDGET: \$10**



LEMONS

**\$3**



SUGAR

**\$1.5**



PITCHER

**\$1**



CUPS

**\$2.5**



ICE CUBES

**\$2**

**WRITE DOWN-  
YOUR COST BEFORE  
YOU SPEND**

**What do you  
need for great  
lemonade?**  
--





Make your stand fun and eye-catching.

Use 🎨 Bright signs

🎉 Fun decorations

😊 Friendly smiles



**COOL SETUP = MORE CUSTOMERS.**





**Is it  
too sour?**

**Make a test  
batch. Ask:**



**Too  
sweet?**



**Cold  
enough?**

**TIP:**

**Great  
products  
get great  
reviews!**





Believe in your product—it shows!



### Time to set up shop!

- ✓ Choose a busy and safe spot
- ✓ Set your price \$1 per cup
- ✓ Smile, greet, and sell with confidence

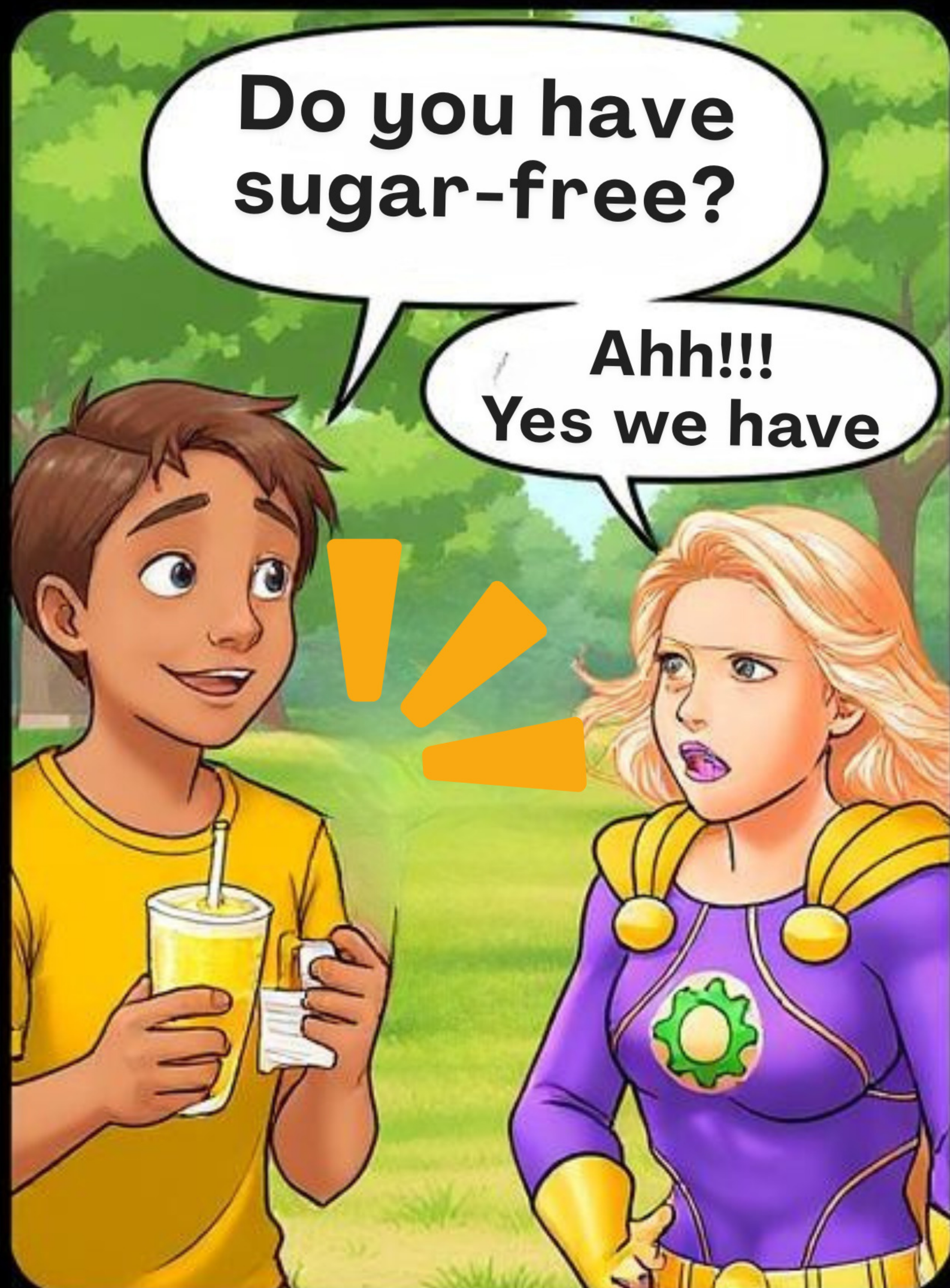
## STARTUP SUPERPOWER



## THE LEMONADE STAND









# YOU

♦ Goal ..... \$30.....

**FOR SOCCER GEAR**

♦ Earned.....

♦ Profit.....

Let's see what worked best

What worked best?

What would you do differently next time?





# YOU DID IT. LEMONADE HERO!

YOU TURNED AN IDEA INTO ACTION—  
AND MADE MONEY DOING IT.

*Congratulations!*

Great  
businessses  
start with solving  
small problems.  
Keep going,  
Kid Business  
Owner!

