

Kid-preneur's Startup Kit

Essential Worksheets to Make
Kid Ideas into Real Businesses



How To:

- ✓ *Build a Biz*
- ✓ *Sell Smart*
- ✓ *Think Big!*

From Lemonade Alley's Chief Lemon Head
STEVE SUE

Ready to Turn Your Idea into a Real Business?

Becoming an entrepreneur is a chance to get creative and help others.

It's also a chance to apply all the stuff you've learned in school like math, reading, writing, science, history and art!

But making a business is complicated. It's hard. And it involves hard work. So this Workbook, from the folks who created Lemonade Alley, is here to help you with the many details that make up a great business.

What's Lemonade Alley? It's the kid-biz contest where teams of K-12 kids create recipes, build lemonade stands and sell lemonade to see who can make the most for the charity of their choice. If you'd like to start a Lemonade Alley contest in your neighborhood or school, see lemonadealley.com.



Steve Sue

Chief Lemon Head, Lemonade Alley

LemonadeAlley.com | BizGym.org

Everything You Need To Create an Awesome Kid-Biz!

1. Create Your Big Idea
2. Invent Your Product
3. Design Your Packaging
4. Create Extra Products
5. Design Your Menu
6. Learn Food Safety
7. Know Your Customers
8. Build Your Team
9. Write a Business Plan
10. Design Your Store
11. Supply Your Store
12. See How Much You'll Make
13. Make a Contract
14. Plan Your Marketing
15. Create Your Sales Pitch
16. Prepare for Interviews
17. Get Legal



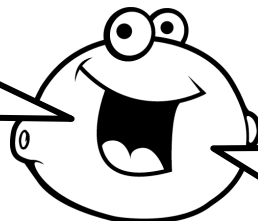
1. Create Your Big Idea

Name your business:

Describe your business idea:

SAMPLE

Your business name should be fun to attract customers.



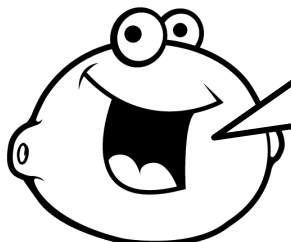
Making your business fun helps people remember and pass on your business story.

2. Invent Your Product

Name your main product here:

Product Picture:

Materials Needed:



Your Product can also be a service like helping people do things.



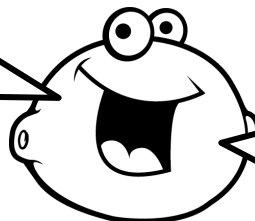
7. Know Your Customers

List 3 types of customers:

Customer Pictures:

Describe them (ages & interests):

Pictures help you understand your customers better.



Knowing what people like helps you make things they want or need.



8. Build Your Team

Name your team members:

President:

Your President is the leader and a main salesperson.

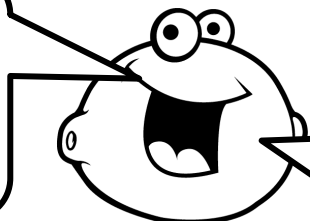
Treasurer:

Your Treasurer keeps track of money and costs.

More Team Members:

You might have additional team members like product makers, sellers and customer service.

Match team member skills to team positions. For example, a Treasurer should be good at math.

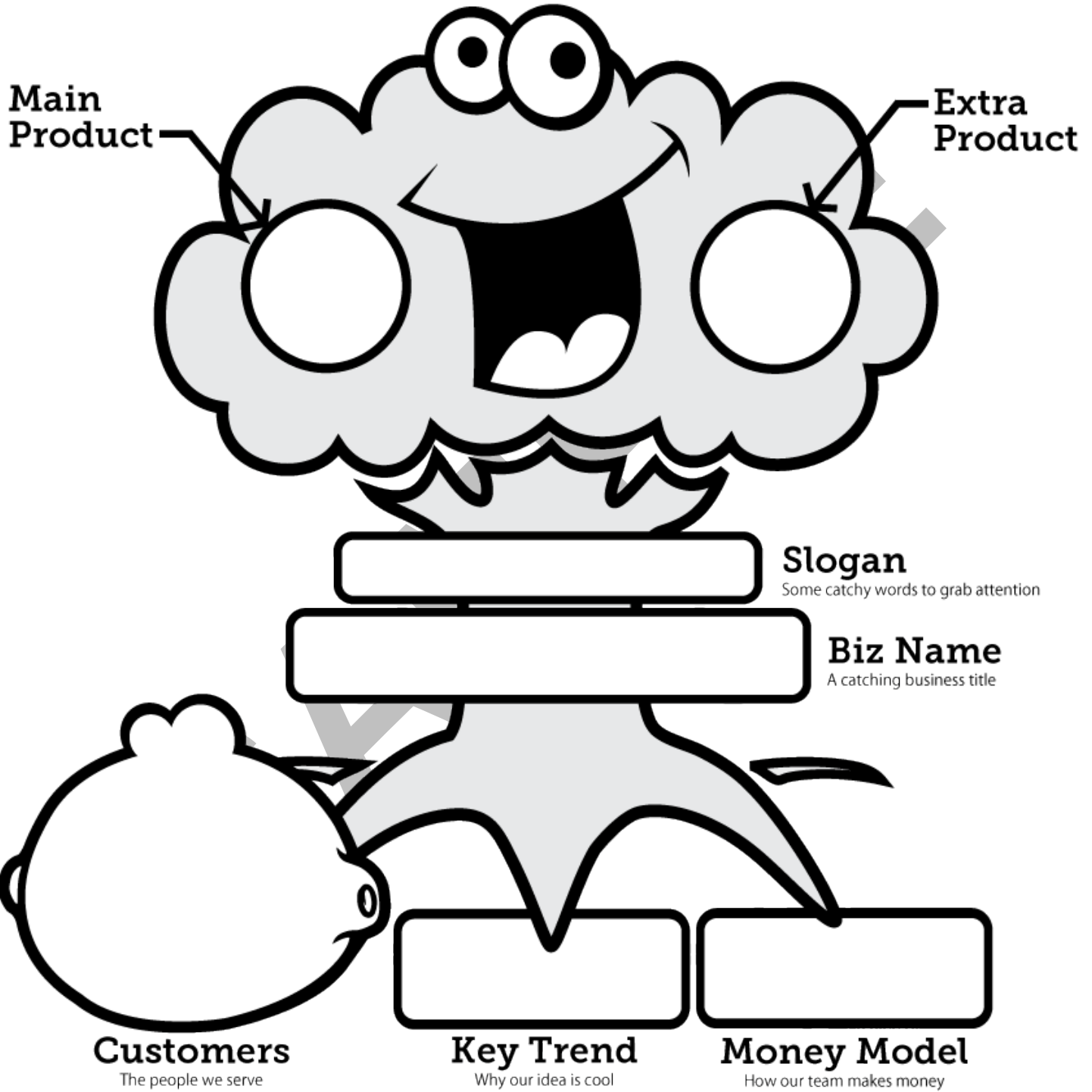


Your team members can do more than one job.

9. Write a Business Plan



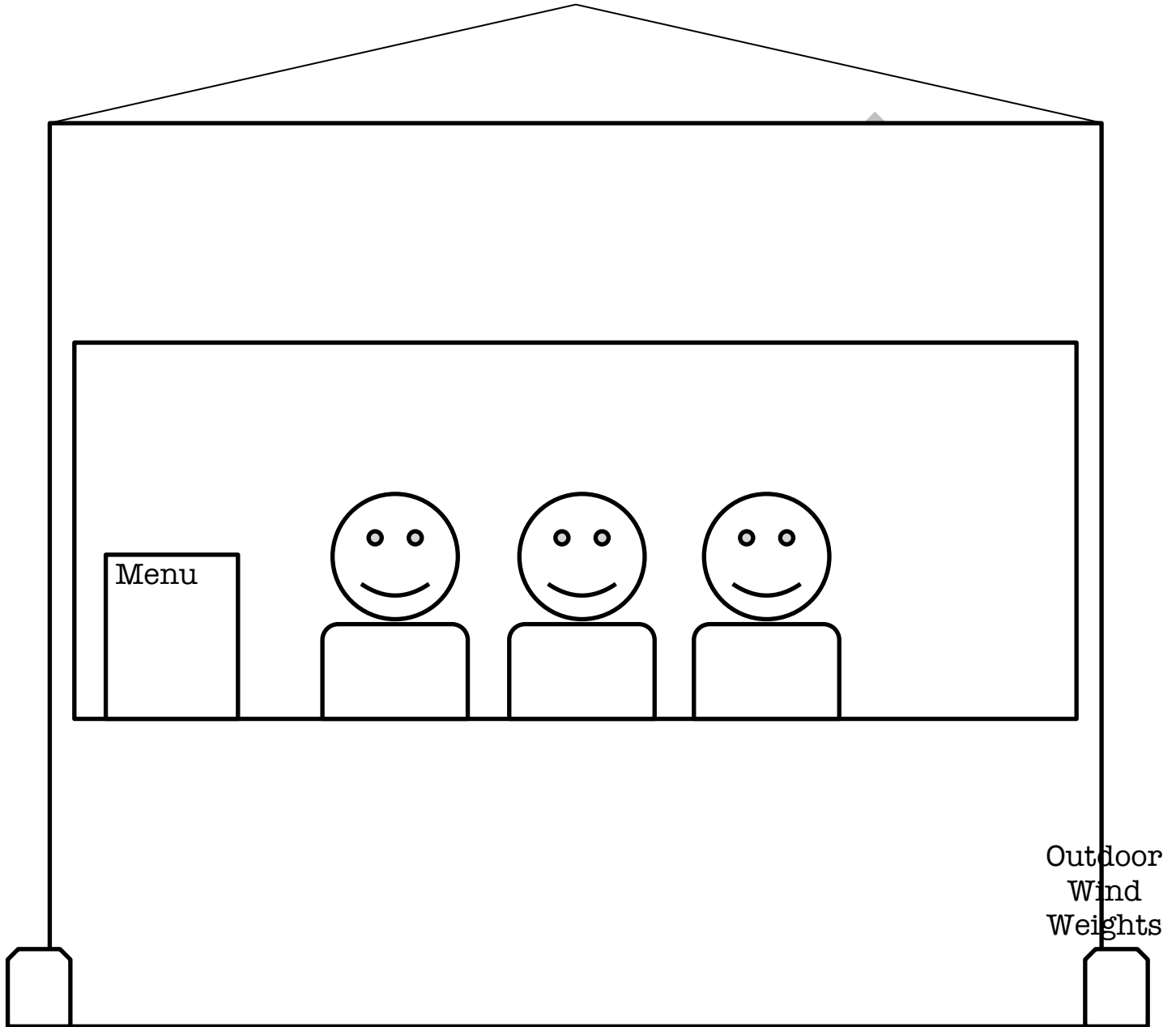
Make your StoryTree[®] Business Plan:



10. Design Your Store

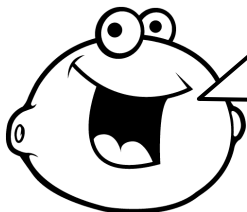
Draw Your Store:

Shade Tent? Sign Above? Logo? Slogan?



Order, Payment & Pickup Process? Product Displays?

Table Top? Table Skirt? Uniforms?



TIP! Make signs easy to read from far away. If potential customers know what you're selling, there's more chance they'll come and shop.

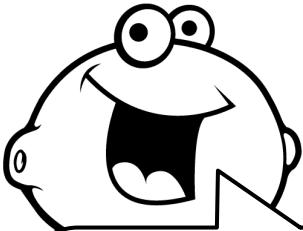


12. See How Much You'll Make

Do a Budget:

1. Income: Estimate your main products, extras, tips and donations.

2. Sales Tax: Take a field trip to your local city business department for sales tax and business information.



3. Expenses: Estimate costs for everything you'll need. When you buy things, save the receipts so you can prove to the tax people that you spent money.

4. Income Tax: Ask your local city business department on how to pay taxes. You may have your parents do it with their taxes.

INCOME	\$ Amount	
Main Products: (_____ products X \$ _____/product)		
Extra Products: (_____ extras X \$ _____/extra)		
Tips & Donations		
Gross Income (add amounts above):		
Sales Tax (ask your City Business Department)		
Net Income (Gross Income minus Sales Tax):		

EXPENSES	\$ Amount	
Total Expenses:		

NET PROFIT (Net Income minus Total Expenses)

Income Tax (ask your City Business Department)

AFTER TAX PROFIT (Net Profit minus Income Tax)

\$

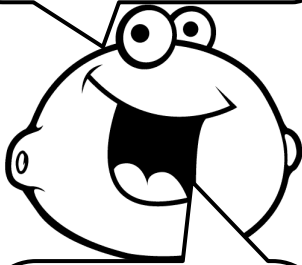


13. Make a Contract

Agree on How to Share Profits:

Write in the name of your business and agreement date.

Write in names of team members and how much each gets.



Share Profits!

Consider giving some of your profits to a worthy cause like a charity or an investor like your parents.

All team members should sign and date this agreement.

This form is only an exercise. Take this to a lawyer to have an official agreement written.

AGREEMENT

THIS AGREEMENT for (business name) _____
made (date) _____ between the Members listed below is to
share After Tax Profits as follows:

Team Member Names

Profit Share

_____	_____ %
_____	_____ %
_____	_____ %
_____	_____ %
_____	_____ %

Other Profit Share Members

_____	_____ %
_____	_____ %
_____	_____ %

Total: 100%

WE THE MEMBERS, agree to the above terms.

Member Name

Signature

Date

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____



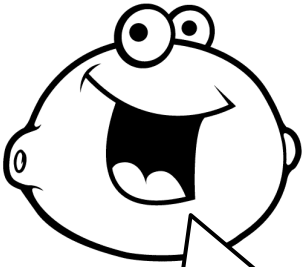
15. Create Your Sales Pitch

Tell the story of your business:

(make it entertaining with a song, poem, dance or skit)

TIP! Use your best skills and don't be afraid to be dramatic or silly!

Grabber: Start with something that makes people sit up and take notice!



Secret Sauce: Show what makes your product special, different and amazing.

How to Buy: Tell people what you want them to do. In business, if you ask, they'll buy more.

Words
(What We'll Say)

Action
(What We'll Do)

The Grabber:

Your "Secret Sauce":

How to Buy:

The Grabber:	
Your "Secret Sauce":	
How to Buy:	

17. Get Legal



As a kid-preneur, like any other business, you must obey business laws and share in the cost of community services like police and fire fighters.

Take a City Hall Field Trip!

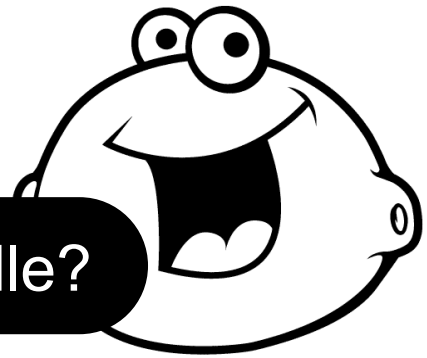
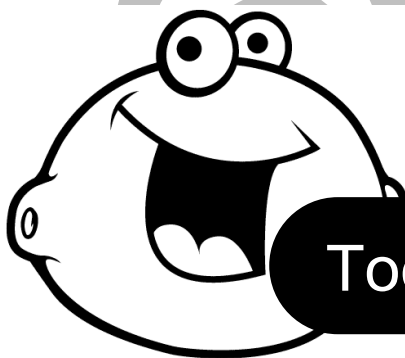
Visit your local city business department to get required permits and learn how to run a legal business.

Business Department

Business License
Sales & Income Tax
Insurance

Health Department

Health Permit
Food Safety



Too Much to Handle?

If you can't get permits or can't figure out how to pay for taxes and insurance, get an organization to do a Lemonade Alley near you!

See LemonadeAlley.com

Business Department Questions



What permits are required?

What payments & taxes?

Any business tips for kids?

The workbook for K-12 kids to learn entrepreneurship and financial literacy while creating a business of their own.



This workbook shares key learnings from Lemonade Alley, the K-12 kid-biz challenge where kids make recipes, build stands and sell lemonade for the charity of their choice.

Lemonade Alley is all-in-one innovation, entrepreneurship and charitable giving challenge. To find or to start a Lemonade Alley near you, see LemonadeAlley.com.



Steve Sue, Chief Lemon Head,
Lemonade Alley



Tools for Success:

- ✓ *Team Builder*
- ✓ *Product Maker*
- ✓ *Store Designer*
- ✓ *Pitch Writer*
- ✓ *Profit Estimator*

**PLUS! StoryTree®
Business Planner**



LemonadeAlley.com

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