

Teacher's  
Guide

tomorrow's  
**LEMON**  **NADE**  
**STAND**

module 1:  
**Passion/Business**

<http://www.tomorrowslemonadestand.com>

## BACKGROUND

Tomorrow's Lemonade Stand (TLS) was created to inspire the entrepreneurial spirit in young ladies and mini men, also known as mini-preneurs. TLS creates environments that embrace creativity, risk-taking, empathy and finding each mini-preneur's passion. We are purposefully coloring outside the lines. Why? Because TLS sees a world where dozens of today's mini-preneurs are tomorrow's actual innovators and leaders. The growing economic demand for people who can think creatively and resourcefully, and who can create jobs is evident. TLS focuses on this from the early days of a young person's life so that the results will come when it matters in their future.

This document should serve as a guide for facilitators and leaders instructing Tomorrow's Lemonade Stand (TLS) curriculum. Each module is something that can be done using simple artifacts that can be found in most classrooms. Our goal was to keep the modules simple and fun. As you will note, we have introduced the concept of financial literacy (those lessons are marked with a "\$"). We strongly encourage each facilitator to stay in the order that these are presented, but if something changes that is just the way it was probably meant to be. However, it has been our experience that the high level concepts of PART ONE lay the groundwork for what is happening in Part TWO.

These activities are designed to get the students thinking about entrepreneurship. Many of them will come into the program with very little or no experience thinking and talking about these sorts of issues. Sometimes this lack of experience is helpful because the students are not biased in their thinking by what they have heard before. These activities help the students to start thinking like an entrepreneur, and often times the best, most creative and innovative ideas come out during them, before they have been "taught" what can and cannot be done. They can usually draw on the ideas they form in these activities when they are actually building their businesses.

For specific questions, please contact the TLS team at [impact@tomorrowslemonadestand.com](mailto:impact@tomorrowslemonadestand.com).

## OUR PHILOSOPHY

A child's *creativity* drives the creation of new inventions and ideas. We feed its growth by reinforcing its importance.

Without *risk*, there is no reward. When young people take risks, they can achieve anything.

When you have *passion* for what you are doing, nothing can deter you from putting your all into it, even on the harder days.

*Entrepreneurship* is the process of pursuing economic success based on your own strengths and abilities. We teach and guide mini-preneurs towards a path where they can utilize all of their resources to achieve a goal and make a difference in their lives and the lives of others.

*Empathy* is imminent. Without it, any business can crumble. With it, you will succeed and create an impact. It is important to be able to understand your teammates and your market because in the end, they are key to your success.

## THE PROCESS

All of the exercises were designed and written by the CEO of TLS, Kylee Majkowski. She tried to make learning these concepts fun and engaging.

Each module has enough exercises to cover the basic knowledge that needs to be concepts in each module. Part 1 is geared toward individuals and Part 2 is focused on the actual business build out. We HIGHLY recommend you do these exercises in the order that they are laid out. However, if you re-arrange them, please let us know and provide feedback.

We also are open to new and innovative exercises so all leaders are welcome to share their ideas with Kylee, and she will discuss how they fit into the overall curriculum.

Above all, HAVE FUN!

## PART ONE

Part One allows the mini-preneurs, as individuals, to learn the basics of financial literacy and starting a business. We have run this program since 2010 and in small groups, ages 7-11, we have seen nothing but success for the mini-preneurs. They are able to build a sense of confidence outside their traditional classrooms that they are truly capable of doing anything.

## PART TWO

Part Two of the process allows for teamwork and collaboration. We do not recommend that a mini-preneur try to start a business by themselves in this program; it simply will not be a success. We are encouraging these young minds to learn how to invest, make decisions together and share ideas to make a “good company”! It will probably be their first company so they should be proud of whatever they design!

## MATERIALS

Each mini-preneur will receive the following materials at the beginning of Part One:

- Folders
- Journals
- Template for Business Cards
- Access to internet badging site

**Go to [ATTACHMENT B: JOURNALS](#) for more information about the Journals**

Additional materials for Part Two:

TLS facilitators and leaders will need to get BIG Piggybanks (so that the teams can add their money from their individual piggybanks to the BIG piggybank).

## PREPERATION FOR EACH TLS LEADER

All TLS facilitators and leaders should review the backpack supplies, the curriculum and the TLS website prior to the session. They should line up a list of local entrepreneurs who will work with the program. Additionally, there should be enough copies of the pledge for the mini-preneurs which the kids will create with the teacher's assistance.

## CURRICULUM

### **PART ONE: BECOMING AN ENTREPRENEUR**

#### Module 1: Passion/Business

- P/B1: Introduction
- P/B2: Effort is Essential
- P/B3: Money, it's Funny
- P/B4: To Produce or to Serve
- P/B5: Pushing to your Passion
- P/B6: Business Basics
  - Badging Site Introduction Quest
- ✓ Students earn Passion/Business Badge

#### Module 2: Creativity/Risk

- C/R1: Flows Like a River
  - Flows Like a River Quest
- C/R2: The Outsider
- C/R3: \$ Spend, Baby, Spend \$
- C/R4: Risk Rally
- C/R5: The Conversation
  - The Conversation Quest
- C/R6: Our Prepared Friend
- ✓ Students earn Creativity/Risk Badge

#### Module 3: Entrepreneurship/Empathy

- E/E 1: Walking in Someone Else's Shoes
- E/E 2: Name that Entrepreneur

- E/E 3 The Importance of Sharing
  - E/E 4: Be Our Guest
  - E/E 5: Feelings
    - Feelings Quest
  - E/E 6: The Visit
    - The Visit Quest
- ✓ Students earn Entrepreneurship/Empathy Badge

### **PART TWO: BUILD A BIZ**

In Part Two, the mini-preneurs should be broken out into groups, most likely by the teacher. The mini-preneurs should be grouped based on their focus, product-focused students with other product-focused students and service-focused students with other serviced-focused students. The groups should have complementary skills to work together as a team (peek ahead to “Ready2: What’s in a Title” to gain an understanding of what roles the students will play in the company).

## **Go to ATTACHMENT F: TEAM DESIGN**

Module 4: Ready!

- Ready1: Not brainstorming. BRAINSTORMING
  - Ready2: What’s in a Title?
  - Ready3: Cupcake Collaboration
  - Ready4: Colleagues Unite
  - Ready5: Rules/Schmules
    - Rules/Schmules Quest
  - Ready6: Love the Logo
    - Love the Logo Quest
- ✓ Students earn Ready! Badge

Module 5: Set!

- Set1: Pricing and Marketing
  - Set2: Marketing Magic
  - Set3/4: Cashing In
    - Profits Quest
- ✓ Students earn Set! Badge

Module 6: Go!

- Go1: Feedback
  - Go2: Practice Makes Perfect
  - Go3: Showtime!
- ✓ Students earn Go! Badge

**Students earn ENTREPRENEUR Badge**

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## P/B1: INTRODUCTION

Welcome to Tomorrow's Lemonade Stand, also known as TLS! In this program the students, known as mini-preneurs, will learn how to start a company and help change the world! In the first session you will do five things:

1. Get to know each other
2. Receive the following materials: Folder, Journal and Business Card Template
3. Find out what "business" means
4. Figure out what we are going to do here
5. Learn the TLS Pledge. See **Attachment A**

**Part 1:** The teacher will go over what the mini-preneurs have been given (folder, journal and business card template). Once the mini-preneur has their "goods" – have them share a story about themselves with the class about what they think they will do with this stuff. Each mini-preneur should say their name first – and make sure each mini-preneur DECORATES a nametag that they should be wearing during this exercise.

**Part 2:** We then want each future mini-preneur to partner up randomly and ask a couple of questions. What is a business? What is an entrepreneur? If they don't know, encourage them to guess. Take some time to sit in a group and discuss all the things they thought it could be. Share your opinion and have fun!

**Part 3:** Take this time to let them personalize their folders or journals with all the markers and other supplies needed.

The mini-preneurs will take the TLS pledge for the FIRST time TOGETHER (This should be written on the board and on a piece of paper to be handed out at this time. The mini-preneurs should keep the pledge in their folders throughout the duration of the class). The pledge should be recited at the end of each class.

Pledge: ***On my honor, I will have as much fun as possible, while I build my first company and try to change the world. As a mini-preneur, I will take a risk, be creative and help my team and others live a cool life where anything is possible!***

## Recite the pledge:

**On my honor, I will have as much fun as possible, while I build my first company and try to change the world. As a mini-preneur, I will take a risk, be creative and help my team and others live a cool life where anything is possible!**



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## P/B2: EFFORT IS ESSENTIAL

In this class, we will teach the mini-preneurs about effort. Without effort we would be nothing. Each mini-preneur should think of a couple of things they put effort into doing each day – from the moment they wake up. Then, have them act out with and without effort (Examples: getting out of bed, packing their school bag, playing a sport). Not all the mini-preneurs need to do this, but some should, so the discussion about effort can be engaging and fun. We want to take this time to remind the mini-preneurs that they will be putting EXTRA EFFORT into their businesses in the year ahead and that they should be excited about this program!

## P/B3: MONEY, IT'S FUNNY

One of the many reasons people start businesses is that they want to make money. There are three ways to use money. You can save, spend, or share. Saving is to store your money for later, spending is to purchase something with your money, and sharing is donating to a greater cause. You will be split into 2 equal groups each will be given three amounts of money and at the end of the class you will tell everybody what you would do with each amount of money. There is no right or wrong answer, so just remember to have fun.

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## P/B4: TO PRODUCE OR TO SERVE

There are two types of businesses – product and service businesses. In this class you will learn the difference. Product is a company that sells objects that you can hand out, like cupcakes or scarves. A service business is a business that offers their service, like pet sitting or lawn mowing. Your club teacher will split you into two groups. One will be product group, and the other will be a service group. The product group will start to make a list of all the things they could sell while the service group does the same. At the end, your teacher will check your lists. As a group, you will discuss which of the things on the list you would like to make a business out of and explain why or why not.

## P/B5: PUSHING TO YOUR PASSION

Passion pushes you to things that you want to do in life. It inspires you to do what you like in business. In this activity, you spread pieces of paper around the room with words on them such as “art” or “sports”. Those are both interests and passions that can spark an idea for business. A mini-preneur will explain what they enjoy doing to their peers who will *push* them (*gently*) toward the piece of paper which they believe is their passion. After this activity, the kids can start to brainstorm ideas for a business based on their passions. By the end of the first class, each mini-preneur

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should be able to go home and tell their support teams what they think they are most interested in and what business they may start.

## P/B6: BUSINESS BASICS

Business is the start of your journey. As you go through TLS you will start YOUR OWN business and guide it through its ups and downs. There are two types of businesses: product and services. During our time together you will choose which one you would like to try.

Game: This game describes what a business is and how to keep it running: you need to make money. A mini-preneur will pick a temporary business out of a hat and try to lead that business to success while the teacher throws fake problems at them. For example, you may have a toy store that is on a main road. However, during the holidays, the town closed the road, so no one could easily get to the store to buy toys for people. What would you do? After the business has been pulled out of the hat, the teacher will tell the other mini-preneurs if their business is a product or a service. Rewards will be given for how many businesses are answered correctly and how creative the mini-preneurs have each been about solving the problems.



## QUEST: Time to go online!

Go to <http://badges.tomorrowslemonadestand.com/passionbusiness/badging-site-introduction>

## 2 REQUIRED ONLINE STEPS

- STEP ONE: Log in to Website
- STEP TWO: Change Profile Avatar
- Earn the Passion/Business badge



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## C/R1: FLOWS LIKE A RIVER

Using construction paper and markers, the students will create an imaginary river, and they will build their own boat. Along the way they will create “risk areas” such as rocks or mini waterfalls. At the end of their business journey some will make it and some won't. This teaches kids the ups and downs of business and how you have to be creative to get through them.

### Complete the “Flows Like a River” Quest

## C/R2: THE OUTSIDER

\*Note to Teacher: The reason for having our guests is to give them a different world-view about things like being creative and taking a risk.

This week's guest could be an older child in school. The guest will talk about a recent risk and then encourage each student to take their own risk. The person should be briefed on what the mini-preneurs are finding most interesting about the program. After the talk, the guest, along with the teacher should go around the room and ask the mini-preneurs what they are working on and what they hope to build during this program.

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## C/R3: \$ SPEND, BABY, SPEND \$

Spending is when you decide to use your money and treat yourself to something (a toy or a special food treat, etc.). Finding discounts is a great way to spend your money because you want to save as much as possible.

During this exercise, the mini-preneurs will be playing a role-playing game. We will divide into two teams, and for 10 minutes each you will either be a “buyer” or a “merchant”. Everyone is going to find a good way to spend paper money (should be premade). You will each get a label that says what you are, and you will begin the role-play. Some examples could be toy store owner (merchant) or stay at home mom (buyer). You try to figure out the first thing you would spend your money on and WHY. After you have made the decision, you will give the required amount of money to the merchant. Then discuss it with the rest of your classmates. Why did you want to spend that money? How much did you spend? Why? Did you like spending money? As a merchant, did you know how to “price” what you were selling?

## C/R4: RISK RALLY

Risk is the thing that always has a possibility of not working but can turn out to be great. For this game, kids will design a racecourse with some bumps and sharp turns. Kids will individually choose their own toy cars and will start playing on the racecourse. There will be the people who play it safe and the people who will take some

risks. If kids take a risk and it fails, they will no longer be in the race. This teaches kids about how risks can speed things up and slow them down.

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**Required supplies: Construction paper and toy race cars. The mini-preneurs will make their racecourse on the construction paper.**

## C/R5: THE CONVERSATION (HOMEWORK REQUIRED)

Entrepreneurs must learn how to engage in a meaningful dialogue with people quickly and not necessarily go according to a script that is handed to you. Get the name and number of whom you should call from the list of entrepreneurs (THE LEADER WILL DO THIS).

TLS has selected a group of entrepreneurs who are looking forward to talking with you on the phone! Be sure to read the Do's and Don'ts before you begin!

A group of pre-qualified entrepreneurs have been selected for you to contact and arrange for a phone call. Your teacher will help you with this during class, and you will get an additional instruction sheet that gives more details on this task. This quest combines all three of the TLS anchors of creativity, risk and passion, so get ready!

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### Helpful Hints:

- Take notes in your TLS journal when you are on your call. This is another skill that will come in handy later in your life.
- When the call is complete, be prepared to discuss what you learned during your conversation with the entrepreneur. What parts of the conversation were fun? What did you like about what the entrepreneur was talking about? What was not so interesting to you? What else did you learn about the overall experience? Other thoughts?

### Complete the “Conversation” Quest

Go to [ATTACHMENT E: CONVERSATION EXERCISE](#)

## QUEST: Time to go online!

Go to

<http://badges.tomorrowslemonadestand.com/creativityrisk/flows-like-a-river/>

<http://badges.tomorrowslemonadestand.com/creativityrisk/the-conversation/>

## 2 REQUIRED ONLINE STEPS

- STEP ONE: "Flows Like a River" Quest
- STEP TWO: "The Conversation" Quest
- Earn Creativity/Risk Badge



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## E/E1: WALKING IN SOMEONE ELSE'S SHOES

Empathy is not just saying, "I know that stinks". It's saying, "I understand what you're going through" and "I've been there before". For this exercise, everyone takes off their shoes and lays them on the floor. Then, the leader will put a sticky note in each shoe that describes some "identity" the mini-preneur is not familiar with. For example, it might be a blind man, a homeless child living off the street, or deaf woman. Kids will put on somebody else's shoes and walk around acting as though they are the people in those shoes. At the end, the club leader will explain that this is how empathy happens, when people put themselves into other people's shoes to understand how they are feeling. There will be a group discussion about how this exercise made you feel and what you learned.

## E/E2: NAME THAT ENTREPRENEUR

During this exercise, the leader will choose 5 – 7 stories of well-known entrepreneurs. This should be a combination of Worldwide (Steve Jobs, Oprah Winfrey), Country (Elon Musk) and Local (a local business person, perhaps, a shop owner) people.

There should be a print out of each person's face with some simple facts about each person on the back, and the children will go into groups and discuss what they know about each person. They can

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name what is unique about each entrepreneur and what THEY think these people have in common.

## E/E3: THE IMPORTANCE OF SHARING

Sharing your money is when you donate your money to a good cause and do not expect anything in return. For example, there may be a cause that matters to you, such as giving a coat to a child in the winter who does not have enough money to buy one. For today's game, you will think about things that need your help; we call them "causes". Another good example of this is an orphanage, where the children have no parents and are waiting to be adopted by another family. It is important for you to think about where you see a NEED for something YOU can relate to. As you get older, you will be exposed to more causes. This has to be a cause worthy of sharing YOUR MONEY. You get to decide what is a good way to share your money and what could be a bad way to share your money. Unlike spending, sharing means you will never get a product or service in return. What you get in return is more rewarding. You get that feeling of helping someone less fortunate than yourself.

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## E/E4: BE OUR GUEST

It's time to hear from a live entrepreneur! The leader will invite a guest (someone local) to this class and have them share the ups and down of being an entrepreneur with the mini-preneurs. It is MOST helpful if the guest knows where the class is heading – so grouping them by “passions” or “products and services” at this point would be very helpful. Be sure to leave the last 10 minutes of class as time for a Question and Answer session.

### Complete “Our Friends Quest”

## E/E5: FEELINGS

In this class we will continue working with empathy. The game is simple - you try to tell people how you are feeling, BUT you cannot use any words. Many people can figure out how you are feeling based entirely on your facial expression. If something bad happened and you are sad, you can frown. If you are excited you could maybe jump in your seat. Just be creative and try to get the message through. After the emotion has been identified by your fellow mini-preneur, you will need to explain further why you are feeling that way and how you got to that place.

### Complete the “Feelings” Quest

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## E/E6: THE VISIT

Invite a visitor or two to the classroom who is different from the students. For example, this visitor could be a grandparent who walks slowly or who may be in a wheelchair; someone who is from a different country or is a different race or religion. Then, just sit down with them and have a regular conversation. Talk to them about your life.

### Helpful Hints:

- Ask them about their life and see what surprises you. What did you learn?
- In your TLS journal, write down the experience. How did it make you feel to be with someone who is not the same as you? You probably do this all the time, but this time you are making an effort to do it!

### Complete the “Visit” Quest

## WE ARE HALF WAY THERE!

**Go to** ATTACHMENT F: TEAM DESIGN

**Go to** ATTACHMENT C: FUN FUN FUN BREAK

NOW THE FUN BEGINS!!! Teams will create a business and be able to present it soon.

## QUEST: Time to go online!

Go to <http://badges.tomorrowslemonadestand.com/empathy/mirror-mirror/>

<http://badges.tomorrowslemonadestand.com/empathy/the-visit/>

## 2 REQUIRED ONLINE STEPS

- STEP ONE: "Mirror Mirror" Quest
- STEP TWO: "Visit" Quest
- Earn Entrepreneurship/Empathy Badge





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## READY1: NOT BRAINSTORMING. **BRAINSTORMING**

Entrepreneurship is what sums it all up. All that you have learned combined into one big thing - Entrepreneurship. For this series of events, you will need to take all the knowledge you have from past classes and put them all together. To date, you have learned about creativity, empathy, risk, passion and what to do when you are faced with problems. Now, we will work as a team to come up with ways to take all that we have learned and apply them to our own business ideas

First, you will brainstorm an idea for your business. Brainstorming is basically throwing a bunch of ideas out and seeing which ones you like best. Make sure you use all of the things that we have learned so far. You can get a big piece of paper and put it in front of you to put all of your good ideas in one place. You can choose to have a product business, which will sell actual items, or a service business, which can offer and sell their service. After you have decided if you want to be a service or product business, you should come up with the name and what it should do. Once you get the basics down, you have officially completed the brainstorming process and came up with a new BUSINESS.

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## READY2: WHAT'S IN A TITLE?

In this class you start working on the business. Before you do any of that, you have to appoint everybody on your team a position.

Positions:

- CEO - Chief Executive Officer (a.k.a. the founder)
- CFO - Chief Financial Officer (a.k.a. the person who figures out what to do with money)
- COO - Chief Operating Officer (a.k.a. the person who works out tough problems)
- CMO - Chief Marketing Officer (a.k.a. the person that designs posters and makes sure that people know about the business)

Everybody can choose these based on his or her interests. Once everybody has a title, they can start planning out what to do with the business and what they can do to contribute to the making of it.

### **THIS IS WHEN BUSINESS CARDS SHOULD BE GIVEN OUT**

Homework: Once the team is chosen, they will get together between these sets of classes to make some cupcakes! They should watch the video about cupcake girl [\(insert link here\)](#) for inspiration. Also, it will be important for a sign or a poster to be made about the name of your cupcakes. You will need as many cupcakes as there are children in the class.

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## READY3: CUPCAKE COLLABORATION

During this class, we will be learning about how to make a good investment! The first thing we will do is have each member of the team go into a corner with the cupcakes they have made, break them into pieces (enough for everyone in the class to have one BITE, not one CUPCAKE).

The teams will then each take turns and bring a “score sheet” with them as they test the cupcake. When they huddle back together, they have to make the BIG DECISION – which cupcake company should they take their money and invest in (the first thing they will do is take money out of their paper money (once again provided), and add it to the team investment bank (each cupcake business should assign one person to make the team investment bank) One of the things you will learn as you get older is that banks are good places to keep your money, because it is safe and sometimes they help make more money off of the money that you gave them. This is a little complicated, so the basic idea is that you need to make good choices when you are dealing with money.

EVERY company needs investments (money AND time) – so by choosing a particular cupcake company, or a few of them, you are saying that they did a good job and that you believe in them.

If your team is not chosen for investment, you will have the choice to join another team or just move forward (part of entrepreneurship is knowing when to keep going or when to join

another team. NO ONE SHOULD TAKE THIS PERSONALLY – this is all just part of the “reality” of being part of a new business.

### Recite the pledge:

**On my honor, I will have as much fun as possible, while I build my first company and try to change the world. As a mini-preneur, I will take a risk, be creative and help my team and others live a cool life where anything is possible!**



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By investing in the winning cupcake company, you are helping them get more things that they would need to expand their business.

NOTE – THIS IS JUST AN EXAMPLE. During the final presentation, the judges will vote on whether or not the company you create is worth investing in... it may or may not be, but it is worth the try!

### READY4: COLLEAGUES UNITE

For this class, mini-preneurs will split into stations. All CMOs in one corner CEOs in another, etc. In this situation, people can collaborate and will make mini partnerships where one company can help the other. The marketers can design websites on paper. Everyone will discuss what your company is and what it does. Basically this is a time to do anything productive for your position as a businessperson. How can you help each other and your businesses be successful?

### READY5: RULES/SCHMULES

Rules are part of life, but can you make rules fun? Before you begin your the next big step in your mini-preneurial journey, you should sit down and make a list of rules.

This quest will help you define the personal standards by which you

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live. Are you honest, friendly and helpful? Do you promise to work on part of your business each week (even with all the other things you have going on)? How will you be when you are part of a team next season? What else is important to you and your value system as a mini-preneur?

We all need to try to be true to ourselves, and this exercise will help you do that. For example, think about how often you are going to work on your business. When you are done with your list of personal standards or what you want to accomplish, you can write it down in your TLS journal. Share your list with your team and then, if there is time, we will have several mini-preneurs share their list with everyone.

### Complete the “Rules/Schmules” Quest

## READY6: LOVE THE LOGO

Now that you have the main idea of your company, you can start to get people to know about it. This class will teach you all about advertising. Your CMOs are good at designing so they will help you with the logo. A logo will describe your company. It can have fancy fonts or a picture that describes your business or just be simple. Just make sure it reminds people of your company and to have fun! Draft a few in your journals and then when you all agree on the one you like, you can choose one.

### Complete the “Love the Logo” Quest

## QUEST: Time to go online!

Go to <http://badges.tomorrowslemonadestand.com/ready/ruleschmules/>

<http://badges.tomorrowslemonadestand.com/ready/love-the-logo/>

## 2 REQUIRED ONLINE STEPS

- STEP ONE: "Rules/Schmules" Quest
- STEP TWO: "Love the Logo" Quest
- Earn Ready! Badge



**Teacher's  
Guide**

**tomorrow's  
LEMONADE  
STAND**

**module 1:  
Passion/Business**

## Recite the pledge:

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The pledge should be recited at the end of each class. This should be written on the board and on a piece of paper to be handed out at this time. The mini-preneurs should keep the pledge in their folders throughout the duration of the elective.

## SET 1: PRICING AND MARKETING

Now that you have your logo, you need to price what you sell. To begin, think of something at the store and its price. You need to price your item, just like they did. Maybe think about going to the store with people. Do you ever pay attention to what things cost? If not, now is a great time to start. Work with your group to come up with a price that is reasonable but still is enough for how amazing your product or service is; then, when you actually try to sell it you will see if the “market” (your potential customers) will buy it. After you figure out a good price, make a list of people you think would buy this product or service from you.

## SET 2: MARKETING MAGIC

Now that you have set your price, you have to create something to show the people who are going to be your customers. There are many ways to do marketing, but where you are a mini-preneur, you have to be very safe. The first thing to do is create a “poster” that describes our product or service and how the potential customer, will be able to get the product or service from you. Look around and see how things are advertised the “old-fashion” way. You will have the money or the time to create a TV commercial or a social media banner, but what you will be able to do is outline your first “flyer”. Work together, as a team, to come up with the most creative ideas ever! Now, put your logo and your flyer together and you have your first marketing “piece”.

## Recite the pledge:

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## SET 3/4: CASHING IN

You will need actual (real) money to start selling your product or service. After you are ready to go, you will start to sell.

**\*\*THIS IS THE MOST INTERESTING TIME FOR THE MINI-PRENEURS -- AND WE HAVE TO DISCUSS HOW REAL MONEY WILL BE EXCHANGED AND HOW LONG THEY WILL "SELL" FOR – this is usually a time when we have to be more flexible, and we need to try and get a few volunteers to help. EACH BUSINESS IS DIFFERENT, SO WE MAY HAVE TO ROLL WITH THIS SET OF CLASSES. WE WILL ALSO INTRODUCE Basics of Revenue, Expenses and Profits at this time.**

**Complete the Profits Quest**



## QUEST: Time to go online!

Go to <http://badges.tomorrowslemonadestand.com/set/profits/>

### 1 REQUIRED ONLINE STEP

- STEP ONE: "Profits" Quest
- Earn Set! Badge



Teacher's  
Guide

tomorrow's  
**LEMON**  **NADE**  
**STAND**

module 1:  
**Passion/Business**

## Recite the pledge:

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The pledge should be recited at the end of each class. This should be written on the board and on a piece of paper to be handed out at this time. The mini-preneurs should keep the pledge in their folders throughout the duration of the elective.

## GO1: FEEDBACK

For this class, you will learn about presentation. You each will pair up with the rest of your business partners and take turns presenting your business to one and other. At the end, your friends will give you feedback. Some people may stutter and others may talk too fast, but if you work hard by the end you should be able to improve your presentation skills. While presenting, the following things should be described to your audience.

- 1) Your names and titles
- 2) The name of your business and what it does
- 3) The poster you made
- 4) The price you came up with for your product or service
- 5) What it felt like to try and sell something
- 6) What profit you made
- 7) What you liked about being an entrepreneur
- 8) What you will do differently the next time you create a new company
- 9) If you have plans on keeping up with your business – share them!

During feedback, you will listen to your fellow mini-preneurs. They will tell you if you hit all of these parts or not. You will all be helpful to each other. Your leader will also be walking around to help you.

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## GO2: PRACTICE MAKES PERFECT

You will spend this class just practicing as a team. Your final presentation should allow EACH MEMBER of your team to say something. Also, it is expected that someone in the audience during “showtime” will ask you a question. Imagine what they question could be and then try to come up with a good answer – figure out what your answers will be BEFORE they are asked. Its very good to go in prepared. Your leader will be walking around to help you during the practice session.

## GO3: SHOWTIME!

The mini-preneurs are ready to go! The teams will present to the Principal, a group of entrepreneurs, and parents will be invited. Each team will have 2 - 4 minutes to present, and the judges will have the opportunity to “invest” in certain business based on what they hear.

CELEBRATION!!!! As the mini-preneurs finish, we recommend providing the following:

- 1) A Bag of goodies
- 2) A certificate of completion
- 3) Capture any memory that has stood out appropriately
- 4) If any pictures were taken during the classes, during the “out-in-the- field trip” or the presentation — it’s nice to have a book or two for them
- 5) Food



**QUEST:** Time to go online!  
Go to

## TWO REQUIRED ONLINE STEPS

- STEP ONE: Earn Go! Badge
- STEP TWO: Earn Entrepreneur Badge



Teacher's  
Guide

tomorrow's  
**LEMONADE**  
**STAND**

module 1:  
**Passion/Business**

## ATTACHMENT A: TLS PLEDGE

TLS Pledge: This is the pledge that should be said by the entire team at the beginning of each class. Cut this pledge out and provide a copy to each mini-preneur.

***On my honor, I will have as much fun as possible, while I build my first company and try to change the world. As a mini-preneur, I will take a risk, be creative and help my team and others live a cool life where anything is possible.***

## ATTACHMENT B: JOURNALS

The journals become a VERY important guide for the mini-preneurs. They use the journals almost every time they do an exercise. We recommend that the journals have both lined and unlined pages (if these can be found in SA) – if not, please make sure that there is blank paper available for certain activities. Once the unlined paper is used, it should be stapled into the journal.

Dates should be placed on the top of each sheet so the children can see how far they have evolved, which is often quite a bit in a short period of time. It has also been our experience that the mini-preneurs will reference back to another day or exercises.

We have also found that mini-preneurs like it when the facilitators or leaders write comments on their ideas or the “visions” that they have created in the various exercises.

SS SECTION OF THE JOURNAL – IT WILL BE VERY IMPORTANT FOR THE CHILDREN TO KEEP TRACK OF THE THEIR YE BUCKS – since they are too young to be using Excel, we recommend a SPECIAL section of their Journals be dedicated to JUST their Money activities as described above.

## ATTACHMENT C: FUN FUN FUN BREAK

## ATTACHMENT D: TERMS

Mini-preneur- Noun: A child in Tomorrow's Lemonade Stand within the age range of 7 and 11 who uses creativity, risk, passion, and empathy to start a business. In doing so, they are blazing a path for a brighter, better future.

Quest-

Badge-

Fun Break-

Creativity- Noun: The part of you that comes up with your brilliant ideas and shows that there are no limits to what you can do.

Risk- Noun: A thing you can do that you aren't sure will turn out great but if it does it will be fantastic

Passion- Noun: That love you have for something. You love that something so much you would do ANYTHING for it.

Empathy- Noun: Understanding someone because you have been in his or her position. Not to be confused with sympathy which is assuming something is bad and feeling sorry for someone.

## ATTACHMENT E: CONVERSATION EXERCISE

### ***Suggested Do's and Don't's for The Conversation Class of the Mini-Preneur Badge***

Leaders, Lemonade Makers and Mini-Preneurs

1. REVIEW: Please walk through the TLS Profile of Entrepreneurs
2. CHOOSE: Each mini-preneur is expected to choose who they would like to speak with and describe why.
3. SET A MEETING: Please help your mini-preneur in "setting up the meeting". They should use email as the first point of contact. A meeting needs to have a time and full contact with the name, phone number and email of the entrepreneur that they will be connecting with
4. THE BIG EVENT: As the "setting up of the meeting" unfolds, your mini-preneur may have some basic questions; help s/he as you see fit. However, in order to complete the assignment she must speak to at least one entrepreneur.
5. QUESTIONS: Do not hesitate to contact (FILL IN THE NAME OF THE LEADER HERE)

Information about the TLS Entrepreneur Volunteers

1. WHY WERE YOU CHOSEN FOR THIS ROLE?: You know the *NAME OF LEADER* program, you know

our leadership, you know our value system and you have started something special in your own life. This is why you were chosen.

2. **HOW THIS WILL WORK?:** A mini-preneur, under the guidance of their club leadership, will look through a list of entrepreneurs and find a way to reach out to you.
3. **MAKING CONTACT:** When a Mini-preneur contacts you, which will be via email, please contact them as quickly as possible and set up a time. Then, be enthusiastic, welcoming and kind. They may be a bit nervous. Your greatest contribution will be to keep them engaged in a meaningful conversation.
4. **BEFORE:** Get ready for any version of a conversation! Call the Leader and find out if there is anything specific about the mini-preneur who contacted you that you should know about
5. **DURING:** At the beginning of the conversation, please make it clear how much time you have to speak with the mini-preneur – children at this age have very different concepts of time than adults! One of the mantras of this program is to “unthink school stuff to rethink learning new stuff” – please engage them in a conversation. Do not answer a set of questions. The children are being challenged (in the most positive fashion) to take risks. Part of this is the fun and creativity of finding out what they can do, learn and soak in along the way. School has a role, so does TLS!
6. **ENDING:** When you end the conversation, thank the mini-preneur for their time and if you would like to stay in touch, please feel free to give her that information.

## ATTACHMENT F: TEAM DESIGN

By the end of Part One, mini-preneurs should split into groups to form their businesses. The ideal team size is 3-5 mini-preneurs working together. The team will figure out if they want to sell a product or design a service that they can offer the community. They will price the product or service, and during this stage they will cash in their YE Bucks for REAL MONEY. This will be discussed with the facilitators of the program and the parents.

Selecting a team can be difficult, so here are a few pointers.

1. Team up with people you get along with! The most important part of TLS is to have as much fun as possible! It doesn't matter how well your company does if you don't enjoy it, so make sure you work with people you can get along with.
2. Get together with others who care as much as you do. Having fun is essential, but if your team is fooling around the whole time, nothing will get done. Work with people who are committed to solving problems and having fun while doing it.
3. Choose people whose strengths complement your own. Think of a football team: If every player on the team is really good at shooting, who will get rebounds, blocks or assists? No team can win if every player shoots every time he or she gets the ball! Each player uses his or her own strengths to help the team. Similarly, if everyone in your business is good at the same thing, no one will be able to handle the other parts of running the company.

4. Work with people who think differently. In order to create a business that is truly innovative and successful at helping people, you will need to be able to consider all types of points of view. By teaming up with other mini-preneurs who think differently, you will both be able to benefit from each other's perspective.