



Lemonade Day!™

MY JOURNAL

Entrepreneur Name

Business Name

Slogan

Date



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 CONTEST

Does 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!



Ready for some REAL BIG prizes?

You can be eligible to win by turning in your Business Results!

Submit your Business Results 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.

YOU COULD WIN...

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.

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 2018 National Youth Entrepreneur of the Year will be rewarded with a trip to a **major theme park!**



NO PURCHASE NECESSARY.

Open to legal U.S. and Canadian citizens; 5 years of age or older at time of entry (parental permission may be required).

VOID WHERE PROHIBITED. Ends 09/03/2018. Official Rules: <https://lemonadeday.org/contest-rules>.

Sponsor: P4L dba Lemonade Day.



Be the pilot of your own adventure in the world of **BUSINESS!** Follow this flight plan:

1. Visit [MylimonadeDay.org](https://www.MylimonadeDay.org) to start your journey.
2. Grab a co-pilot – a parent, grandparent, teacher, or other mentor.
3. Use this journal to log your plans and tell about your adventure.

FOLLOW THESE 4 STEPS TO A SUCCESSFUL LEMONADE STAND:



Set A Goal

Make a Plan

Work the Plan

Achieve
Your Dreams!



1. Land your helicopter at each of the 4 Steps to Success to complete your journey.
2. Your mission is to Do a Lemonade Stand and Be an Entrepreneur.
3. When you've completed your mission, enter the local and national contests by visiting LemonadeDay.org/contests to be eligible for prizes.

Set a Goal



My Spending Goal:

I want to spend \$ _____ to buy _____

My Saving Goal:

I want to save \$ _____ for _____

My Sharing Goal:

I want to share \$ _____ with _____

My Profit Goal:

After Lemonade Day,
I will need \$ _____ (spend + save + share) in profit to
meet my goals.

I want to start my own business because _____

My Learning Goal:

I hope to learn _____

Make a Plan



My Business Plan

Business Owner's Name: _____

Business Partner Name: _____

Business Partner Relationship: _____

My Stand Name: _____

My Stand Location: _____

Date of Operation: _____

Hours of Operation: Start _____ am/pm.

End _____ am/pm.

Total _____

My Lemonade Recipe: _____



LEMONADE CONTEST: Best Tasting

Test your recipe with family and friends to make sure you have a winner. Then enter this contest by visiting LemonadeDay.org/contests



I DID IT! I entered the Best Tasting Contest.

My Brand/Theme: _____

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!



I 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) \$ _____

Did you meet your goal?: Yes No

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

Add your Business Results to the contest form at LemonadeDay.org/contests to be eligible for prizes.



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

Spend Some,

Save Some,

Share Some



I DID IT!



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: Yes No

If no, I opened a savings account: Yes No

I shared \$_____ with _____

I paid back my investor.

Add a picture of what you bought with your profit.

My Reflections & Future Plans

What did I learn? _____

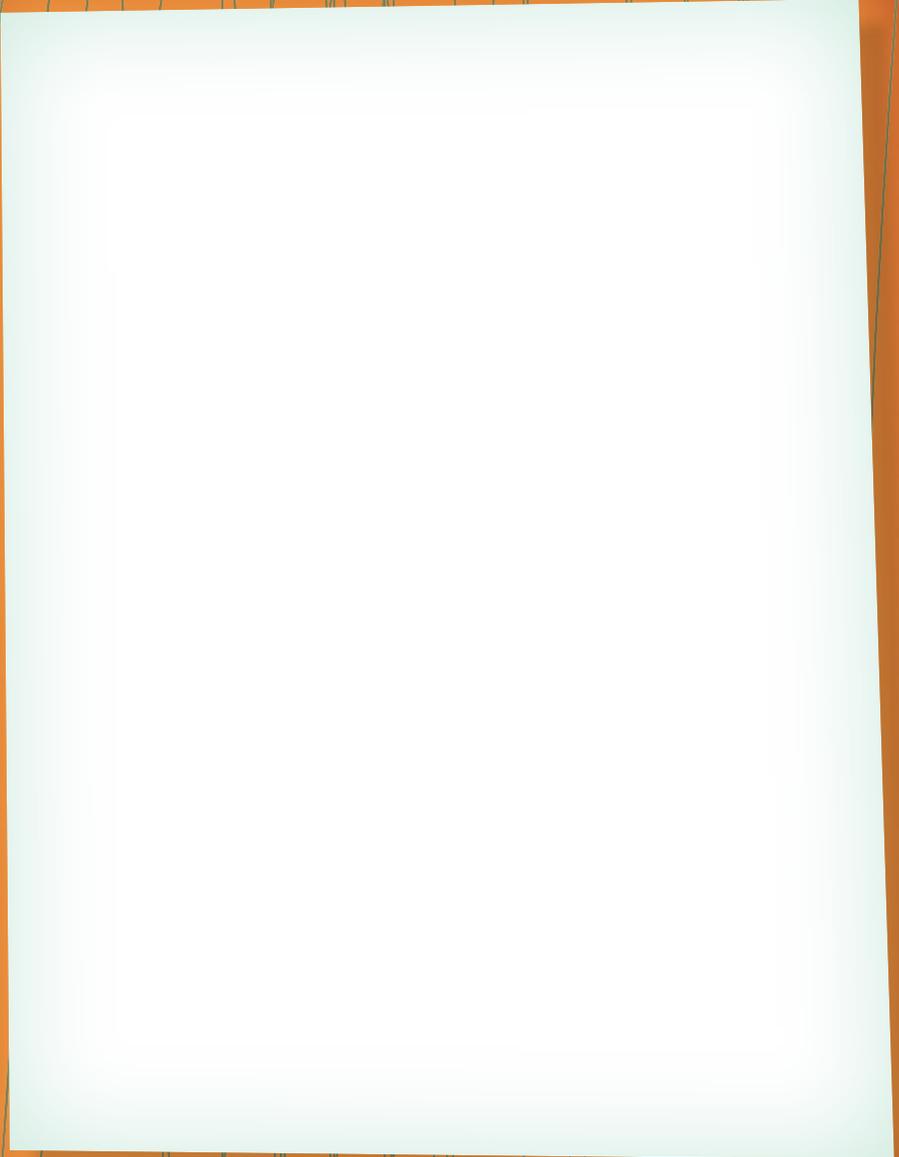
What will be my next business?

(Think of your interests and choose one that you could imagine turning into a business) _____



My Stand

Please paste a picture or draw a picture of your stand



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LemonadeDay.org

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