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Street-Legal Lemonade

Create an Awesome Lemonade
Stand that Won't Get Shut Down!



How To:

- ✓ *Get Permits*
- ✓ *Be Food Safe*
- ✓ *Think Big!*

From Lemonade Alley's Chief Lemon Head

STEVE SUE

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LEMONPRENEURS: *Get Street Legal!*

In recent years, law enforcement officers have been forced to shut down kids' lemonade stands. While these actions tear at the heart, kids must know that foodservice is serious business with laws exist to keep us all safe and healthy.

At Lemonade Alley, the K-12 kid-biz challenge, 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. We're happy to share what we've learned, including food-safety, so all kids can have a safe and fun entrepreneurial experience.

If you're interested in entering or holding a Lemonade Alley Challenge near you, see LemonadeAlley.com

Love, Lemons & Aloha,



Steve Sue

Chief Lemon Head, Lemonade Alley

LemonadeAlley.com | BizGym.org



Our Recipe to Lemony Love

Hey Kids! This workbook contains tips to make your lemonade stand a tasty success. You can use it on your own or join a Lemonade Alley contest near you (see LemonadeAlley.com). Be safe, legal and have fun!

Everything You Need to Make an Awesome Lemonade Stand!

1. Create Your Big Idea
2. Invent Your Recipe
3. Design Your Cup
4. Learn Food Safety
5. Create Extra Products
6. Design Your Menu
7. Choose 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 Street-Legal

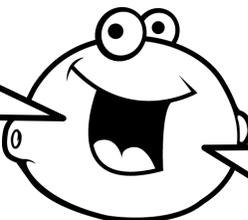


1. Create Your Big Idea

Name your business:

Describe your business idea:

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 Recipe

List Ingredients:

Step-by-Step Instructions:

Zest?

Pulp?

Sugar?

Honey?

Agave?

Stevia?

Can You Reduce Sugar?



Mint?

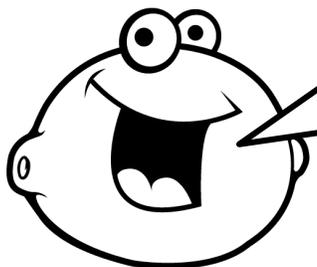
Basil?

Fresh Fruit?

Ginger?

Rosemary?

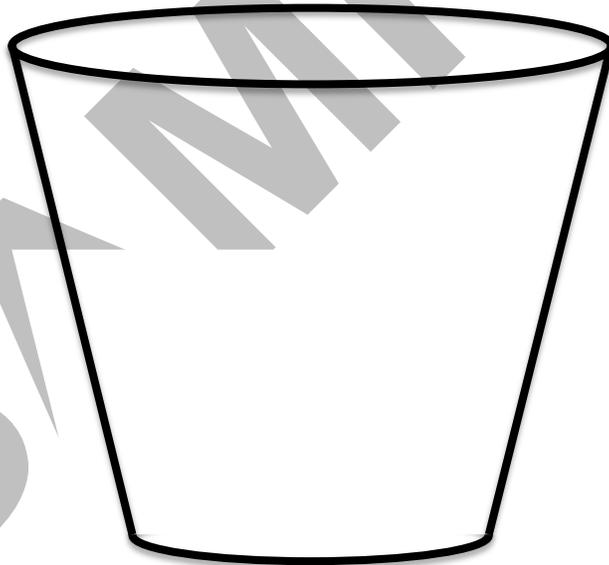
Ice Cubes?



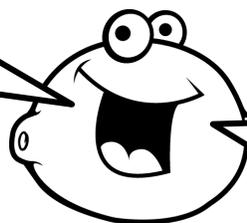
TIP: Try using lemon skin (called "zest") to get "Lemoniness" without having to use a lot of sugar.

3. Design Your Cup

Make your cup a feast for the eyes:



What fun things you can add?
Maybe an umbrella? A plastic
monkey? Fun straws?



Make your cup part of
your lemonade stand
theme.

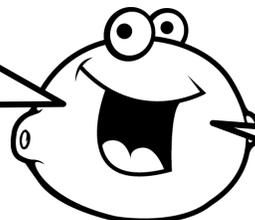


4. Learn Food Safety

Food Safety Test:

1. Lemonade for sale must be made and served according to health laws. YES or NO
2. Food and beverages made with heat (stoves, ovens, etc.) must be made and packaged in a certified commercial kitchen like a restaurant. YES or NO
3. Pre-packaged food products can be sold at a lemonade stand if stored properly. YES or NO
4. Hand gloves must be used at all times when preparing and serving lemonade. YES or NO
5. Always wash hands, lemons and other ingredients before juicing or cutting. YES or NO
6. If you've left your stand, when you come back, you must wash your hands before preparing or serving. YES or NO
7. Keep all perishables in food-safe containers like coolers. YES or NO
8. Never taste directly from serving tools or storage containers. YES or NO
9. Excess liquids and ice cannot be dumped outside and instead must be taken home for disposal. YES or NO
10. Animals and pets are not allowed to be present when making or selling food and beverages. YES or NO

Always check local health, business and other government laws for latest requirements.



Answers:
They're all
"Yes!"

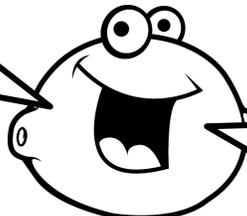
5. Create Extra Products

List extra products you'll sell here:

Product Picture:

Materials Needed:

Additional products are a good way to make more money.



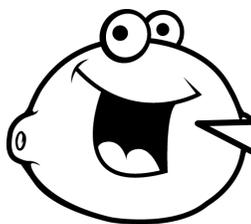
Extra products that are related to main products usually sell better.

6. Design Your Menu



List products & include prices:

Our Menu



Make your menu on letter size paper and display on your table. Or make a big overhead menu so people can see it from far away before ordering.



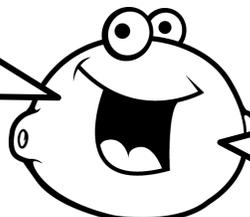
7. Choose Your Customers

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.

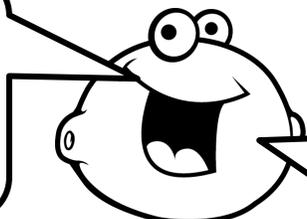
Treasurer:

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.

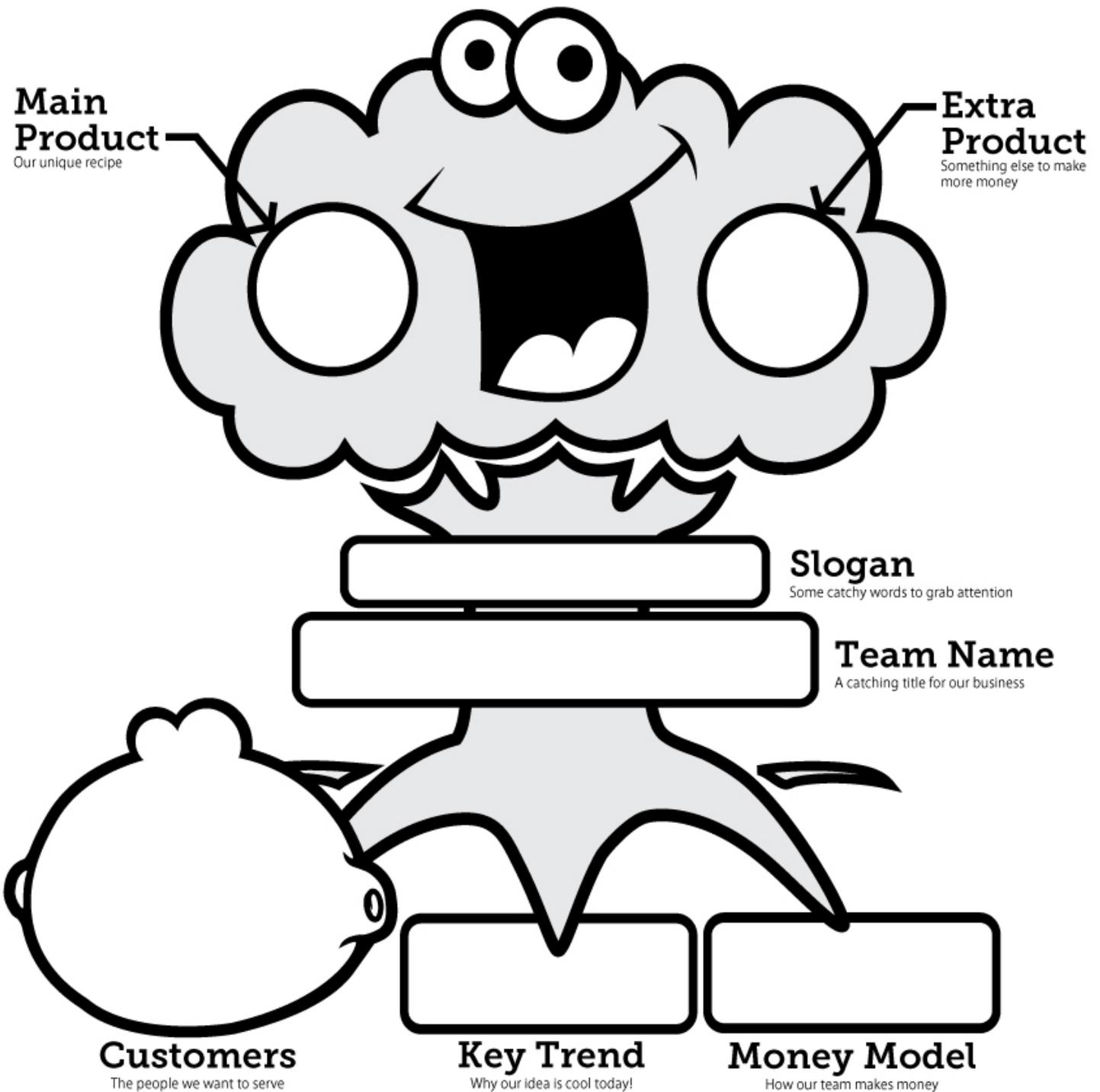


Your team members can do more than one job.

9. Write a Business Plan



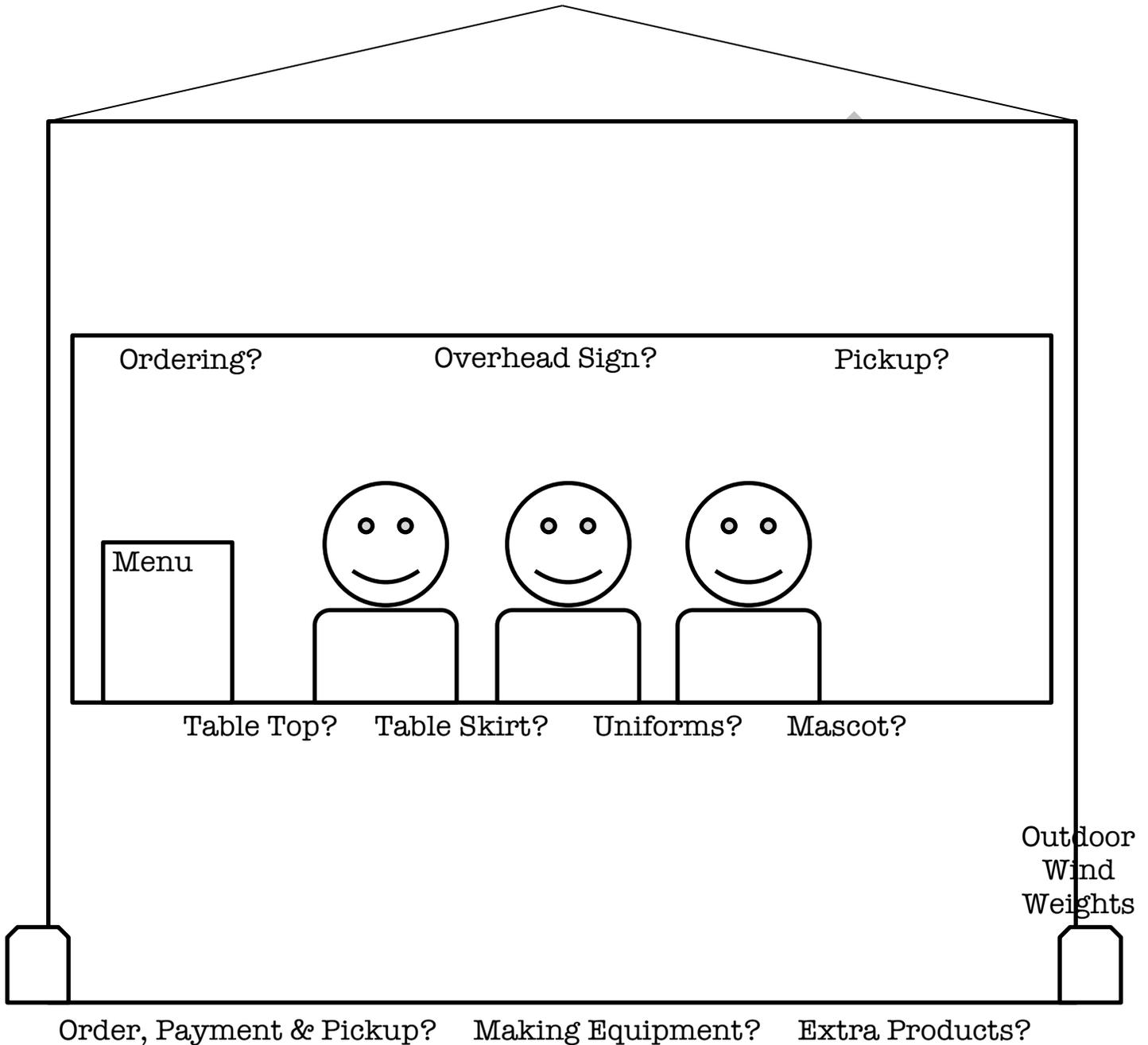
Make your StoryTree[®] Business Plan:



10. Design Your Store

Draw Your Store:

Shade Tent? Business Name? Logo? Slogan?



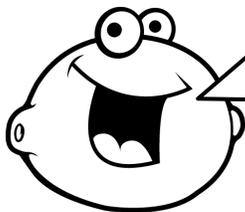
Ordering? Overhead Sign? Pickup?

Menu

Table Top? Table Skirt? Uniforms? Mascot?

Outdoor
Wind
Weights

Order, Payment & Pickup? Making Equipment? Extra Products?



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.



11. Supply Your Store

List things needed:

Signs & Decorations

Overhead signs, table tops, table skirts, uniforms, menus, pricing.

Equipment & Gear

Tables, chairs, tent (and weights if using a tent), product-making items, ties, tape.

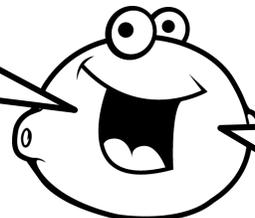
Business Items

Cash box, pens, paper, receipts, etc.

Safety Items

First-aid kit, fire extinguisher, etc.

Always check with government agencies for health, business and other regulations and laws.



Involve your school, family & friends to get more sales!

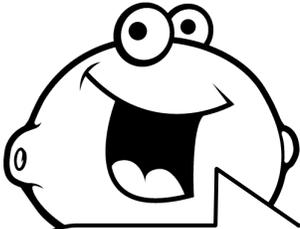


12. See How Much You'll Make

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)

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\$	
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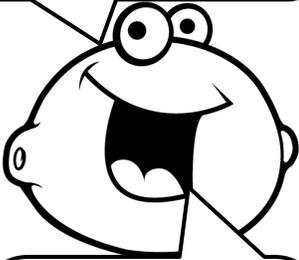


13. Make a Contract

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 charity or 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
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____



14. Plan Your Marketing

List how you'll get the word out:

Partners

Your family, companies or a charity might help.

Invitations

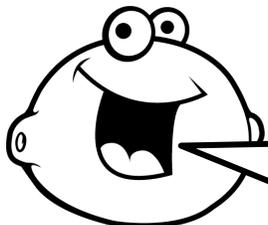
Who should you tell about your business?

Advertisements

How about flyers or team business cards?

Coupons

May be give discounts?



TIP: The more people that know and care about your business, the more you'll sell!



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)

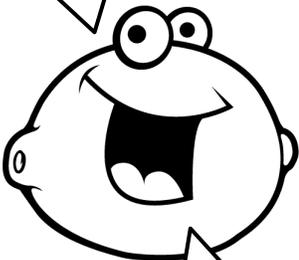
The Grabber:	
Your "Secret Sauce":	
How to Buy:	

16. Prepare for Interviews

Kid-preneurs are often interviewed by newspaper and TV reporters. Be ready with 3 big story ideas:

TV TIP! Turn on your smile during the introduction. Then just talk to the reporter and don't look at the camera.

Radio TIP! If they can't hear you, they won't get your story. So get close to the mic and speak up!



TV, Radio & Print TIP! Choose 3 important points things to say about your story. These may include your product, how you're selling, who you help, why what you're doing is important, or you might thank anyone who helped you get started. Be sure to tell them how they can buy your products.

1. Our business idea is...

2. We want to help (a charity or audience)...

3. Buy from us at...



17. Get Street-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!

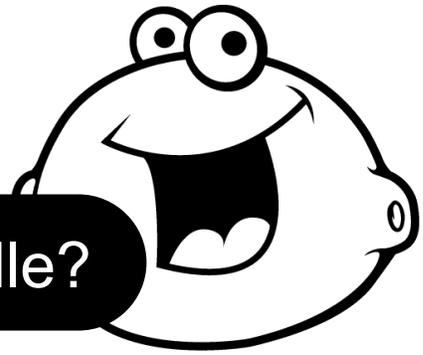
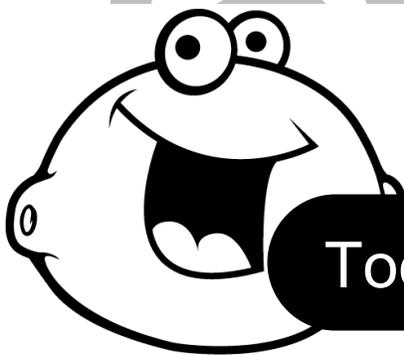
Visit your local city business department to get required permits and learn how to run a legal business.

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?

SAMPLE

Heath Department Questions



What permits are required?

Any regulations?

Any food safety tips for kids?

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When police are forced to close kids' lemonade stands, it tears at the heart...
But kids must learn that foodservice is serious business and that laws exist to keep us all safe and healthy.



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.



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Lemonade Alley



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Tools for Success:

- ✓ Safety Checks
- ✓ Recipe Maker
- ✓ Stand Designer
- ✓ Pitch Writer
- ✓ Profit Estimator

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