



COLLECT  
BADGES ALONG  
THE PATH TO  
SUCCESS!

AS YOU PARTICIPATE IN LEMONADE DAY ACTIVITIES IN  
YOUR COMMUNITY, CHECK OFF THE BADGE TO SHOW YOU  
COMPLETED IT!

REGISTER FOR  
LEMONADE DAY

PARTICIPATE IN LOCAL  
CONTEST

PARTICIPATE IN LOCAL  
CONTEST

PARTICIPATE IN LOCAL  
WORKSHOP

FOLLOW LEMONADE  
DAY ON SOCIAL MEDIA

PUT YOUR STAND ON  
THE MAP

SET UP A STAND ON  
LEMONADE DAY

SUBMIT YOUR  
BUSINESS RESULTS

THESE BADGES REPRESENT IMPORTANT ACTIVITIES  
AND TASKS THAT WILL ENHANCE YOUR EXPERIENCE.  
AS YOU COMPLETE YOUR BADGES,  
CONGRATULATE YOURSELF ON A  
JOB WELL DONE!



# Lemonade Day!®

## JOURNAL

ENTREPRENEUR NAME

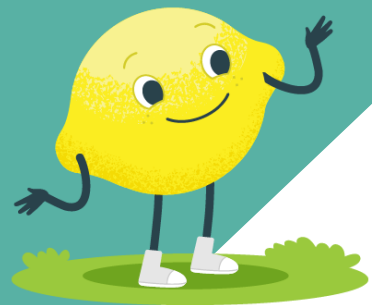
BUSINESS NAME

USERNAME

PASSWORD

My Lemonade Day!™





## WHAT IS LEMONADE DAY?

Lemonade Day is a fun, experiential program that will teach you to become an entrepreneur by starting, owning and operating your very own business - a lemonade stand.

## WHAT IS MY LEMONADE DAY?

My Lemonade Day is a an interactive, animated digital app experience that teaches the lessons of Lemonade Day by taking you on an entrepreneurial journey to learn everything you need to know about opening your lemonade stand business.

## HOW DO I GET STARTED?

1. If you have this journal, you should be registered for Lemonade Day and ready to go!
2. Download the app and use your name and mentor's code for access to complete your profile.
3. You will create a username and password that you can add to the cover of your journal so you remember it.
4. Get started with the My Lemonade Day lessons!

### NOTE FOR MENTORS:

Your mentor code can be found the top of your Learner Manager in your Mentor Portal. Please help your learners enter their names exactly as it was entered into your Learner Manager.

visit [mylemonadeday.org](http://mylemonadeday.org)



# MY STORY

PLEASE SHARE YOUR STORY ABOUT YOUR LEMONADE DAY EXPERIENCE




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COMPLETE THE LESSONS WITHIN EACH OF THE MODULES THAT REPRESENT THE 4 STEPS TO SUCCESS!

✓ Check them off as you go!




MY RESULTS




MY STAND




MY PLAN

MY GOALS



- As you go through the lessons and modules, you'll receive badges as a reward for your hard work.
- Check your menu to see the icons change as you complete each module.
- After module 3, you're ready for **LEMONADE DAY!** Be sure to come back and reflect on your experience.
- After you run your stand, be sure to submit your Business Results either through the app or by visiting [LemonadeDay.org/business-results](https://LemonadeDay.org/business-results). Submitting your results will make you eligible for contests and prizes!
- When you have completed your Lemonade Day journey, you can take the lessons you've learned to continue running your business or build on it!

MY RESULTS



NOW FOR THE FUN PART!

SPEND ★ SAVE ★ SHARE

WHAT DID YOU DO WITH YOUR SHARE OF THE PROFIT?

I spent \$  on

I saved \$  for

I shared \$  with

- Did you decide to save your money with a bank?
- Did you have a bank account before Lemonade Day?
- Will you participate in Lemonade Day next year?
- Did you submit your Business Results?

ADD A PICTURE OF WHAT YOU BOUGHT WITH YOUR PROFIT



# MY STAND

ADD OR DRAW A PICTURE OF YOUR STAND



HOW DO KIDS  
MAKE MONEY?

"LEMMY"  
EXPLAIN...



FOLLOW ALONG AS LEMMY TEACHES BECKY WHAT  
BEING AN ENTREPRENEUR IS ALL ABOUT!

## COME ON! WHAT ARE YOU WAITING FOR?

- \* Open the My Lemonade Day app
- \* Enter your username and password
- \* **GET STARTED!**
- \* Use this journal to record important business decisions, notes, and ideas
- \* **DON'T FORGET...** your mentor or caring adult can help support you on your journey

# MY PLAN

## ★ MY BUSINESS PLAN ★

My Name: \_\_\_\_\_

My Business Name: \_\_\_\_\_

My Location: \_\_\_\_\_

Open Date(s): \_\_\_\_\_

Open Time: \_\_\_\_\_ Close Time: \_\_\_\_\_

My Team:

My Helpers:

My Lemonade Recipes:



# MY RESULTS

## ★ REFLECT ★

NOW THAT YOU'RE AN ENTREPRENEUR...  
IT'S IMPORTANT TO REFLECT ON YOUR  
EXPERIENCE SO YOU CAN PLAN FOR THE FUTURE!

  
**WHY DID YOU DO LEMONADE DAY?**

  
**WHAT WENT WELL?**

  
**WHAT WOULD YOU DO DIFFERENTLY?**

  
**WHAT ARE YOUR FUTURE PLANS?**



# MY RESULTS

## ★ REPORT ★

INCOME  
EXPENSES  
PROFIT

### INCOME

Final Income  +

Total Income

Final Tips  =

### EXPENSES

Final Recipe Expenses  +

Final Stand Expenses  +

Final Twist Expenses  +

Total Expenses

Final Other Expenses  =

### PAYMENT TO INVESTOR

Amount Invested

Including interest, what's the total amount paid to your investor

TOTAL INCOME

TOTAL EXPENSES

INVESTOR PAY BACK

TOTAL PROFIT

-

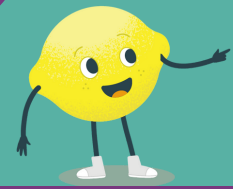
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# MY GOALS

How much money do you need to reach your goals?



\$

DRAW OR DESCRIBE YOUR GOALS

## SPEND ★ SAVE ★ SHARE

I want to spend \$  on

I want to save \$  for

I want to share \$  with

I want to start my own business because... \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_



# MY PLAN

## ★ MY BUDGET ★

**INCOME** ⊖  
**EXPENSES** ⊖  
**PROFIT** ⊖

### INCOME

I will sell  cups of lemonade

×

**Total Lemonade Income**

I will charge  per cup =

+

**Total Expected Income**

Other Income  =

### EXPENSES

Recipe Expenses  +

Stand Expenses  +

Twist Expenses  +

Other Expenses  = **Total Expenses**

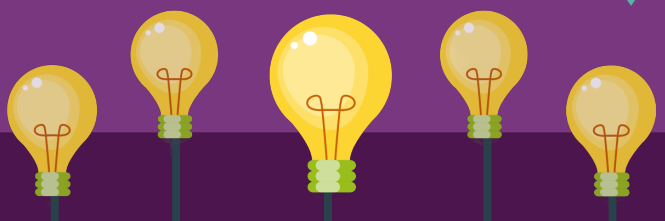
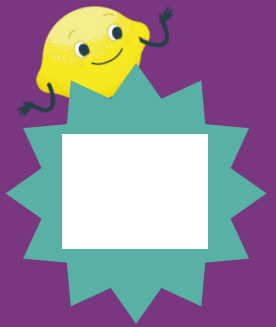


### PROFIT

Stand Profit  -

Investor Interest  -

Team Payout  = **My Profit**

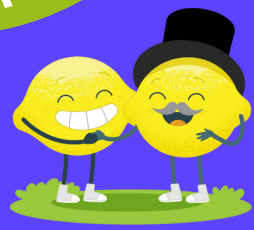


# MY STAND

## ★ MY INVESTOR ★

Who will you ask to be your investor? \_\_\_\_\_

PRACTICE YOUR PITCH AS YOU FILL IN THE BLANKS BELOW



**WHAT ARE THE IMPORTANT THINGS TO INCLUDE IN YOUR INVESTOR PITCH?**

Business Name: \_\_\_\_\_

Goals:  Spend  Save  Share

Product Details:

What are you selling and what makes it special?

Profit Plan:  Cost per cup  Price per cup  Profit per cup

# of cups expected to sell  Expected Profit

Expenses:

Investor Ask:  What do you need from your investor in order to cover your expenses?

Will you pay back your investor with interest? YES  NO

**THANK YOU FOR YOUR CONSIDERATION AND SUPPORT!**





# CHECKLIST

AS YOU COMPLETE EACH ACTIVITY, CHECK IT OFF YOUR LIST!

- Did you enter into any local contests leading up to Lemonade Day?
- Did you go shopping for your lemonade and stand supplies?
- Did you put together your stand?
- Did you make your lemonade?
- Did you gather and pack all of your supplies?
- Did you open for business on Lemonade Day?
- Did you use the cash register to help you track sales on Lemonade Day?
- Did you submit your Business Results?



Other Menu Items:

My Stand Details:

My Theme: \_\_\_\_\_

My Slogan: \_\_\_\_\_

My Advertising Plan:

