



*Lemonade Day!*<sup>®</sup>

# JOURNAL

ENTREPRENEUR NAME

BUSINESS NAME

USERNAME

PASSWORD

*My Lemonade Day!*<sup>™</sup>





## 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)



An illustration featuring a young girl with dark skin and hair in a bun, wearing a purple shirt and teal pants, sitting on the ground with her hands clasped and a thoughtful expression. To her right is a cheerful, anthropomorphic lemon character with a smiling face, arms, and legs. The background consists of a bright yellow sunburst pattern radiating from the center. Two teal thought bubbles are present: one above the girl containing the text 'HOW DO KIDS MAKE MONEY?' and another above the lemon character containing the text '"LEMMY" EXPLAIN...'.

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

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

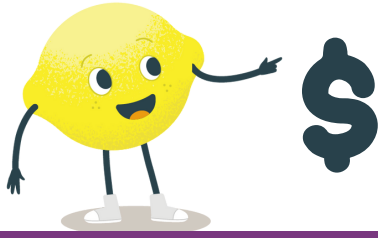
✓ Check them off as you go!



- 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 GOALS

How much money do you need to reach your goals?



DRAW OR DESCRIBE YOUR GOALS

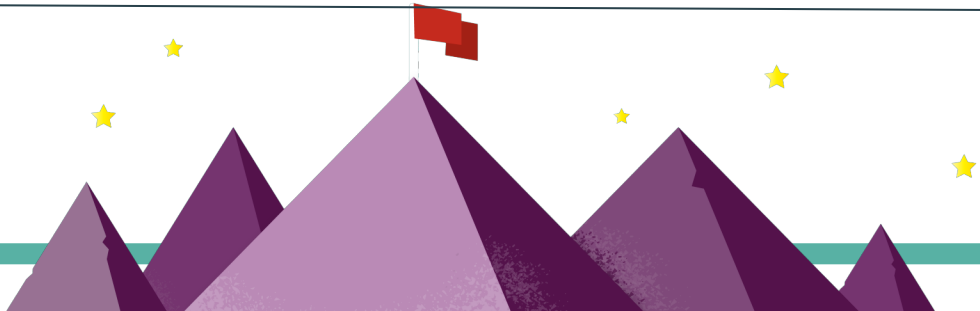
**SPEND ★ SAVE ★ SHARE**

I want to spend \$  on

I want to save \$  for

I want to share \$  with

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



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

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

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

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

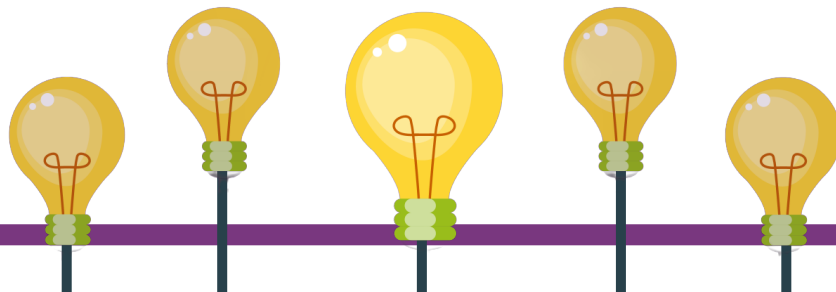
Open Time: \_\_\_\_\_

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

My Team:

My Helpers:

My Lemonade Recipes:



# ★ MY BUSINESS PLAN ★

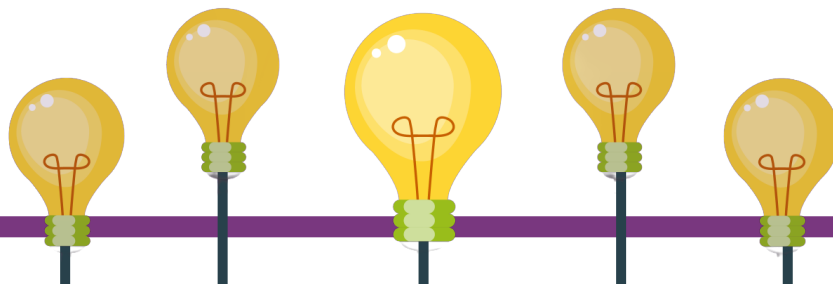
Other Menu Items:

My Stand Details:

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

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

My Advertising 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

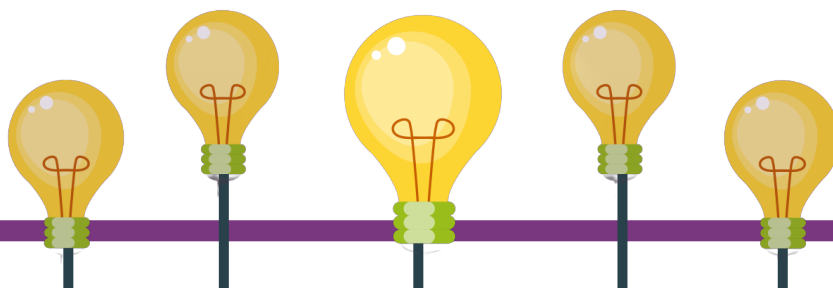
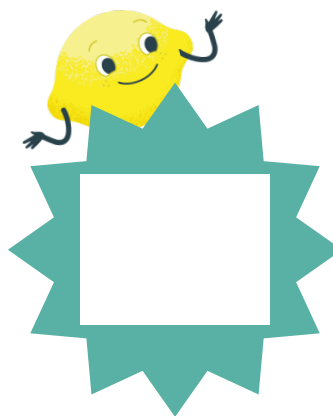


PROFIT

Stand Profit  -

Investor Interest  -

Team Payout  = My Profit





# ★ MY 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:

<input type="text"/>	<input type="text"/>	<input type="text"/>
Spend	Save	Share

Product Details:

What are you selling and what makes it special?

Profit Plan:

<input type="text"/>	<input type="text"/>	<input type="text"/>
Cost per cup	Price per cup	Profit per cup
# of cups expected to sell	<input type="text"/>	Expected Profit
		<input type="text"/>

Expenses:

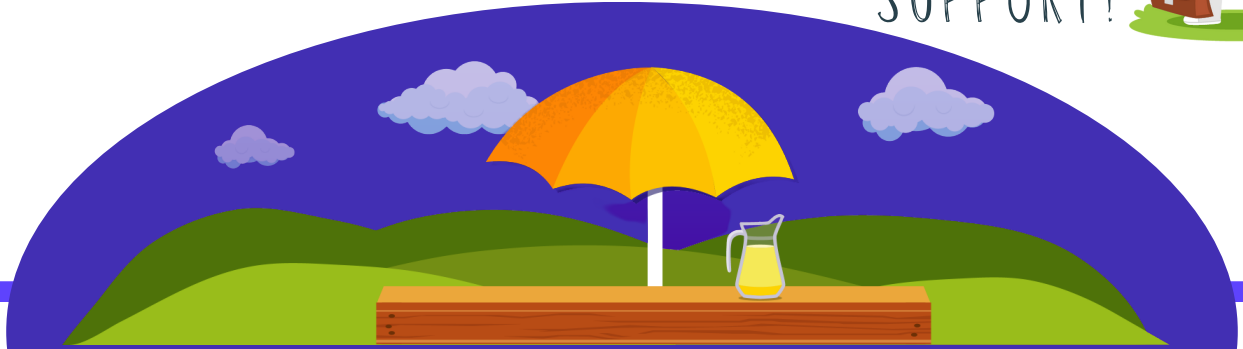
Investor Ask:

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

Will you pay back your investor with interest?

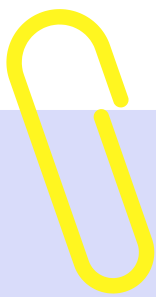
YES	NO
<input type="text"/>	<input type="text"/>

**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?



★ 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?

Blank space for writing the answer to 'Why did you do lemonade day?'.



WHAT WENT WELL?

Blank space for writing the answer to 'What went well?'.



WHAT WOULD YOU  
DO DIFFERENTLY?

Blank space for writing the answer to 'What would you do differently?'.



WHAT ARE YOUR  
FUTURE PLANS?

Blank space for writing the answer to 'What are your future plans?'.



★ REPORT ★

INCOME  
EXPENSES  
= PROFIT

INCOME

Final Income  +

Final Tips  =  **Total Income**

EXPENSES

Final Recipe Expenses  +

Final Stand Expenses  +

Final Twist Expenses  +

Final Other Expenses  =  **Total Expenses**

PAYMENT TO INVESTOR

Amount Invested

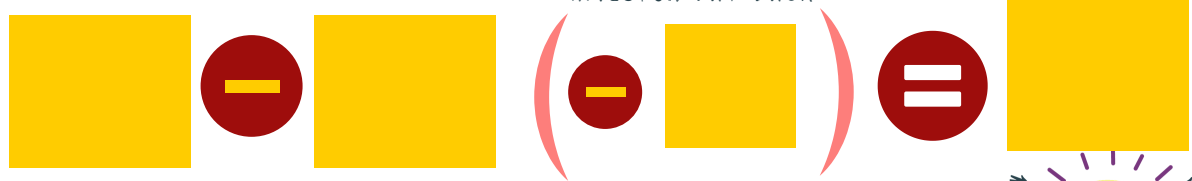
Including interest, what's the total amount paid to your investor

TOTAL INCOME

TOTAL EXPENSES

INVESTOR PAY BACK

★ TOTAL PROFIT ★





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

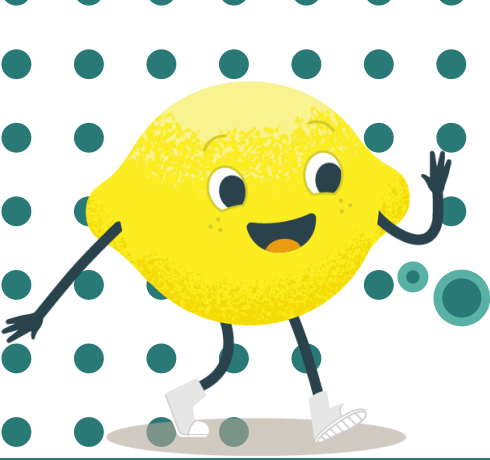


# MY STAND

ADD OR DRAW A PICTURE OF YOUR STAND







**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. SEE DETAILS:  
[LEMONADEDAY.ORG/HOUSTON](https://LEMONADEDAY.ORG/HOUSTON)

**AS YOU COMPLETE YOUR BADGES, CONGRATULATE  
YOURSELF ON A JOB WELL DONE!**

