

My Big Plan

Every business starts with a name and a plan. You're the boss. Start here.



WRITE YOUR STAND'S NAME IN THE BANNER. BIG LETTERS.

Draw your logo

LOGO LAB

Pick your day

Opening day: _____

Saturday morning is the classic. Ask your grown-up to check the weather.

Who's on your crew?

NAME	JOB

Jobs: pourer, money keeper, sign waver, cheerer. Bosses share the work.



Patch says: names sell! "Maya's Rocket Lemonade" beats plain "Lemonade" every time.

My Recipe Lab

Great stands sell great lemonade. You're about to find your perfect recipe, like a scientist.

THE BASE RECIPE

ONE BATCH • FILLS A PITCHER

LEMONS, JUICED	4
SUGAR	1 CUP
COLD WATER	6 CUPS

MAKES ABOUT 8 CUPS

Three batches is about 30 cups once the ice is in. That's a full morning of selling.

ADULT STEP

Cutting lemons is knife work and dissolving sugar works best in hot water. Both jobs belong to your grown-up. Your jobs: squeeze, stir, measure, and taste.

The taste test: change ONE thing

Scientists change one thing at a time. Yours is sugar. Make three small sample cups: 1 squeezed lemon + 1½ cups water each, then stir in the sugar below. Sip. Rate. Pick a winner.



CUP A

1 TABLESPOON SUGAR



COLOR THE STARS IT EARNS



CUP B

2 TABLESPOONS SUGAR



COLOR THE STARS IT EARNS



CUP C

3 TABLESPOONS SUGAR



COLOR THE STARS IT EARNS

My winning cup is _____ so my batch gets _____

Cup A = ½ cup sugar per batch. Cup B = 1 cup. Cup C = 1½ cups.



Patch says: let your crew vote too.
Customers don't all taste like you!

My Price

You're the boss. You set the price. First find out what one cup costs YOU, then decide what it costs THEM.

What does one cup cost me?

MY SUPPLIES COST (PAGE 12)		CUPS I CAN MAKE			COST PER CUP
\$	÷		=		\$

Hint: three batches make about 30 cups. If your supplies cost \$22, one cup costs about 75 cents. Ask your grown-up to check your math.

Circle your price

\$1 EASY MATH	\$1.50 THE CLASSIC	\$2 FANCY STAND
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Your price must be BIGGER than your cost per cup. That difference is your profit on every cup.

MY PRICE		COST PER CUP		PROFIT PER CUP
\$	-	\$	=	\$

**Flip it around: it's a hot day and YOU are the customer.
What would YOU pay for an ice-cold cup?**

I would pay _____



Patch says: \$1.50 splits the difference. Easy change, fair deal, good profit.

My Prediction

Real scientists guess FIRST, then test. Write your guess in ink. Brave bosses commit.

THE BIG GUESS

How many cups will you sell?

If I'm right, here's my money

CUPS I'LL SELL

×

MY PRICE (PAGE 8)

=

PREDICTED MONEY IN

PREDICTED MONEY IN

−

MY INVESTOR LOAN (PAGE 20)

=

PREDICTED PROFIT

WORKED EXAMPLE • A STAND LIKE YOURS

PREDICTION: 30 CUPS × \$1.50

\$45.00

REPAY INVESTOR LOAN

-\$22.00

PREDICTED PROFIT

\$23.00

Lock it in. After closing day, you'll compare this guess with what REALLY happened on page 11.



Patch says: my prediction? You'll beat your prediction.

My Pitch

A pitch is what you say when a customer walks up. Three sentences. You've got this.

Sentence 1 • Say hi and who you are

"Hi! I'm _____ and this is my stand."

Sentence 2 • Say what makes it special

"We _____ today."

Ideas: squeezed it fresh • taste-tested three recipes • made it extra icy

Sentence 3 • Ask for the sale

"It's \$ _____ a cup. Would you like one?"



Patch says: smile, look at their eyes, and ASK. Asking is the whole secret.



CUT OUT • PRACTICE CARD

Pitch practice card

Hand this card to your grown-up. They play a customer. You run your three sentences. Play it three times, one for each customer below.

Boss rule: mess it up, laugh, go again. That IS the practice.

- ☐ **The Speedy One** is in a hurry. Keep it quick, count change fast.
- ☐ **The Chatty One** asks questions. What's in it? Who made it?
- ☐ **The Maybe One** says "hmm, not sure." Tell them what's special, ask once more, and let them go with a smile if it's still no.

How It Went

The stand is closed. The money is counted. Time for the boss report.

I PREDICTED (PAGE 9)

CUPS

MONEY IN

\$

PROFIT

\$

VS

WHAT REALLY HAPPENED

CUPS SOLD (PAGE 18)

MONEY IN

\$

PROFIT

\$

The best moment was...

Next time I would...

Customer count

People who stopped: _____

Weather that day (circle it)



Patch says: beat your guess or learned something? Either way, you earned that patch. Page 21!