



# Lemonade Stand Activity - Instructors Guide

Tips, Education & Strategies to Leverage a  
Lemonade Stand as a Teachable Moment”



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# Lesson 11: The Lemonade Stand

## Unit: Money and Income

During this unit, students engage in activities that strengthen their understanding of the functions of money, the value of money, and the alternative forms money takes. Students will also develop a deeper understanding of how people acquire money and what it means to earn income.

### Lesson Goals:

Upon completion of this lesson, students should be able to:

Explain the risks and opportunities associated with owning a business;

Develop a basic business plan; and

Interact with customers during a sales transaction.

### The Big Ideas:

1. A risk is a situation that is uncertain. You do not know what is going to happen. For example, you are taking a risk when you start your own business. The business might be successful, or it might not be successful.
2. A business plan is a set of goals and instructions for a business. For example, if you want to start a lemonade stand business, the goals and action steps you need to take to start and run the business form your business plan. Every good business has a business plan.
3. Profit is the money that you get to keep after you pay all the expenses for your business. For example, if you spent \$2.00 to make a cup of lemonade, and you sold the cup of lemonade for \$3.00, your profit is \$1.00.
4. Supplies are things that you need for operating the business.
5. A cost is an amount of money that you need to spend for your business. For example, if you spend \$2.00 to buy lemons for making the lemonade, that \$2.00 is a cost.

### Grade Levels:

This lesson is appropriate for grades K-2.



### Timing:

This “Project-based Lesson (PBL)” will take 2 class periods to complete.

### Materials:

You will need the following materials to teach this lesson:

1. Activity: “The Lemonade Stand Business Plan?” (Student Guide)
2. Activity: “The Lemonade Stand Sales Tracker” (Student Guide)
3. Supplies the child or children listed in the activity entitled, “The Lemonade Stand Business Plan”
4. Chart paper and markers to create Advertisement Posters
5. YouTube Video titled, “How To Start A Lemonade Stand”



Video



6. YouTube Video titled, “How To Make Lemonade”



Video



## Lesson Process: “Class 1: Developing The Business Plan” (45 Minutes)

1. Use the “Big Ideas” section above to present the “Big Ideas” to children.
2. Instruct students to go to the activity entitled, “The Lemonade Stand Business Plan” in the Student Guide. Emphasize the following points:

We will use this activity to create a plan for a lemonade stand business. Every successful business has a business plan.

3. Distribute chart paper and markers to students. Guide students through the process of creating advertisement posters for the lemonade stand business. Help students decide where they should hang the posters.

### Wrap-Up:

Show the following videos to the whole class:

How To Start A Lemonade Stand



Video



How To Make Lemonade



Video





## **Lesson Process: “Class 2: Selling Lemonade” (3-5 Hours)**

Help the students set up and run the lemonade stand business. Use the activity titled, “The Lemonade Stand Business Plan” to accomplish this task.

### **Wrap-Up:**

Pose the following questions to students:

- Did the business plan work?
- What were some of the problems you encountered?
- If you had to re-start this business, what would you do differently?
- Did you make a profit?
- Did you have fun?

