

LEMONADE MAKER MARKET

GRADES 6-12, 2-4 HOUR EXPERIENCE

DESCRIPTION

A lemonade expert will teach your class(es) the basics of smell and taste science, lemonade making and beverage food safety. Students assemble into Company teams, are given a small amount of scrip to pre-shop for materials in a Supply Depot, create a 1-page business plan & financial forecast, go to a bank for a Loan, use loan proceeds to purchase materials, rent tools, make their products and sell in a Marketplace. Each student is given \$15 in scrip to purchase items in the Marketplace. After Marketplace closes, teams return to the bank to pay off loans and deposit proceeds into buckets (build biz, invest, donate to charity).

GRADES: 6-12

LENGTH OF SESSION

1-2 hours

SESSION GOALS

1. Learn taste-ology & recipe making.
2. Learn food safety for beverages.
3. Learn entrepreneurship & finance.
4. Apply learning through hands-on market.

SITE REQUIREMENTS

Water

Washing facilities (for hands & fruit)

Drawing Supplies

MATERIALS

Provide the following or purchase from Lemonade Alley for \$5/student/class:

1. Jelly beans (3 per student).
2. Small cups (3 oz) & marker to name cups.
3. Sweeteners (sugar, agave, honey, stevia, etc.)
4. Garnishes (berries, herbs, syrups, Pop Rocks, Red Vines, etc.).
5. Lemon Juice or lemons.
6. Water.

EQUIPMENT

Lemonade Alley will supply these items:

1. 1 pitcher per team.
2. Mixing utensils (OPTIONAL: if citrus, knives, boards & squeezers).
3. Showcase team menu holders.
4. "Paid" stamp.

PRE-CLASS PREPARATION

1. Add 3 jelly beans in & student name on cups.
2. Set up Supply Depot table and price materials and equipment rentals.
3. Set up Lemon Bank table.
4. Make copies of Company Packets (one set per team), Banker Packet, Loan Doc (1 per team) & Scrip (est. 1 sheet per student, print & cut).



SURVEY: RETURN TO BIZGENICS

LEMONADE MAKER MARKET, GRADES 6-12

SCHOOL: _____

DATE: _____

CLASS(ES): _____

GRADES: _____

TEACHER(S): _____

CIRCLE ONE: Public | Public Charter | Public Title 1 | Private | Other Youth Group

GENDER BREAKDOWN

#Female:

Male:

Other Gender:

ETHNIC BREAKDOWN

# American Indians or Alaskan Natives:	
# Asians or Asian Americans:	
# Hawaiian (any percentage):	
# Other Pacific Islanders:	
# Blacks or African Americans:	
# Puerto Ricans:	
# Other Hispanic Latinos:	
# White Europeans or Caucasians:	
# Mixed Race or other ethnicities:	

FEEDBACK

What I liked best:

Suggestions for improvement:

OPTIONAL Testimonial:

Your Name:

Your Title:

TEACHING INSTRUCTIONS

LEMONADE MAKER MARKET, GRADES 6-12

INTRODUCE LEMONADE EXPERT(S)

THE SCIENCE OF TASTE

1. Distribute cups/jelly beans.
2. **JELLY #1 – HOLD YOUR NOSE:** Students hold noses and eat a jelly bean.
 - a. Ask, “Can you tell what flavor it is?”
 - b. Ask, “What parts of your tongue taste sweetness?”
 - c. Take a hand count of where sweetness is on the tongue.
 - d. Explain that sweetness is normally more pronounced on the tip or sides of the tongue while salty on tip and front sides, sour on back sides and bitter on back.
3. **JELLY #2 - HOLD/USE YOUR NOSE:** Students eat plugged nose, then UNPLUG nose and eat.
 - a. Ask, “Can you taste the flavor better?”
 - b. Take a hand count of who can taste the flavor better.
 - c. Explain that flavor should be bigger as the human nose can detect 10,000 different aromas while the tongue only 5 flavors (sweet, salty, sour, bitter and umami ~ umami is savoriness coupled with an aroma). Studies show that smell is 75-90% of flavor senses.
4. **JELLY #3 - TASTE FOR THE STORY:** Have students determine the jelly bean’s story.
 - a. Explain taste as a story with a smell setup, a beginning, middle and end taste. Getting all of these “notes” right makes beautiful music in the mouth. Ask, “what is the opening aroma or smell?” (break the bean in half to smell), “First flavor?”, “Middle flavor?”, “End or “after-taste”?”

FOOD SAFETY

Wash hands before mixing. Do not touch body parts and if so, wash again. For tasting, pour into cups.

CREATE COMPANIES

3-5 students per Company.

MAKE A LEMONADE BUSINESS

1. Demonstrate juicing techniques, twist/wheel making, basic part proportions of 1 sugar : 1 acid : 6 water, substitutes, creating a unique story with notes of sweet/sour/flavor overtones/aromas/texture.
2. Distribute Company Packages (Business Plan, Financials, Menu Card) & mixing equipment.
3. Direct Companies to visit the Depot table to get inspired and plan what they need.
4. Direct Companies to complete Business Plan & Financials, then go to Bank for a Loan.
5. Execute Loan with Companies (ensure Financials are profitable, inform Companies of the 10% interest that must be paid back at end with principal loan, then issue cash as requested).
6. Companies purchase supplies and rent equipment at Depot, then invent lemonade and record ingredients, proportions and process.
7. Direct Companies to make a recipe IN THEIR PITCHER, make a Menu Card and sales environment.

MARKETPLACE & RESULTS

Give each student \$15 in scrip and open the Marketplace. Close Marketplace, have each Company repay their Loan at Bank, log amount of profit raised, then donate profit into three buckets (build biz, invest, donate to charity). Log & Post results.

BANKER INSTRUCTIONS

LEMONADE MAKER MARKET, GRADES 6-12

BANKER INSTRUCTIONS

1. EVALUATE PLANS & FINANCIALS

- Check each Company's Business Plan complete. Ask questions to prompt better thinking. Cite examples but don't give answers. If incomplete, send them away to complete.
- Make sure each Company's Financials end up making a profit that will cover all costs including loan interest. If unprofitable, send them away to rethink their Financials.

2. EXECUTE LOAN

- Complete Loan Agreement, sign and have a team member sign. Companies keep the Loan Agreement. Explain 10% interest will be charged after the Marketplace and they will pay back their Loan plus 10% interest. Companies may come back for more loan money if needed.
- Enter the Loan on the Ledger below.

3. AMEND LOANS IF REQUESTED

- Companies with updated, qualifying Financials can come back and get more money.
- Update Loan Agreement and have both parties initial the change. Amend the Ledger.

4. RETIRE LOANS & TABULATE RESULTS

- Companies return to the Bank to pay Loan principal & interest from sales income. Stamp "Paid".
- Companies deposit profits into three buckets (Build Biz, Invest, Donate to Charity).
- Log Team profits and deposits into Ledger, total and announce results.

LEMONADE ALLEY BANK LEDGER	Loan Amount	Amended Amount	Interest Due	Paid	Build Biz	Invest	Donate to Charity
Team Name							
1.							
2.							
3.							
4.							
5.							
6.							
7.							
8.							
9.							
10.							
11.							
12.							
TOTALS							

LEMONADE ALLEY

50¢  **50¢**

IN LEMONADE WE TRUST  CHIEF LEMON HEAD

PROFIT TO SHARE!

LEMONADE ALLEY

\$1  **\$1**

IN LEMONADE WE TRUST  CHIEF LEMON HEAD

PROFIT TO SHARE!

LEMONADE ALLEY

\$5  **\$5**

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PROFIT TO SHARE!

LEMONADE ALLEY

\$10  **\$10**

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\$10  **\$10**

IN LEMONADE WE TRUST  CHIEF LEMON HEAD

PROFIT TO SHARE!



LOAN AGREEMENT

This agreement certifies that
The Lemonade Alley Bank has loaned

\$ _____

to _____

at an interest rate of 10%.

Principal and interest are to be paid
at end of marketplace session.

WITNESSED BY:

Officer of Company

Lemon Bank Officer

COMPANY PACKET

WELCOME TO THE LEMONADE MAKER MARKET

How today works:

1. PREVIEW SUPPLY DEPOT

Look at materials and tools in the Supply Depot.

2. PLAN YOUR BUSINESS

Prepare necessary documents to get a loan from the Lemon Bank by completing a Business Plan and Financial Forecast. Make sure your plan makes a profit before applying for a loan.

3. APPLY FOR A LOAN

Take your Business Plan and Financial Forecast to the Lemon Bank to apply for a loan. Loans require payback of the loan amount plus 10% interest. When approved, you will receive a Loan Agreement and scrip.

4. PURCHASE SUPPLIES

Take your scrip to the Depot to purchase needed supplies and rent tools.

5. INVENT YOUR PRODUCT(S)

Use your supplies and tools to make your product(s) and store.

6. CREATE MENU CARD & STORE

Complete your Menu Card and make your store awesome.

7. SELL & SHOP!

Each student will receive \$15 scrip to shop at other's stores. YOU MUST SPEND YOUR SCRIP ONLY AT OTHERS' STORE. When Marketplace opens, your team members should take turns selling and going shopping.

8. CASH IN

When Marketplace closes, take your company scrip and Loan Agreement to the Lemon Bank to pay off your loan and interest. The amount leftover is your profit which your Company will need to decide which accounts to deposit profits to: build biz, invest, donate to charity

BUSINESS PLAN

COMPANY NAME:

FOUNDERS:

1. OUR CONCEPT:

Define the problem your product solves. Is it a significant one? Can you raise the stakes?

2. OUR INVENTION:

Define your solution. Is it made with or use a special process or recipe?

3. BRAND STORY:

Define how you'll attract customers. Do you have a great name, logo or promotions?

4. CUSTOMERS:

Define your target customers. Athletes? People on diets? Diabetics?

5. GOALS:

Define your "3P" Goals: People in need? Planetary sustainability? Philanthropic charity support?

FINANCIAL FORECAST

Team Name _____

1. COSTS

	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
TOTAL MATERIALS	\$
Add all material cost items together	
10% INTEREST	\$
Multiply Total Materials by 0.10	
TOTAL COSTS	\$

Add Total Materials to 10% Loan Interest

2. SALES EST.

PRICE	\$
UNITS SOLD	X
TOTAL SALES	\$

Multiply Price by estimated #Sold



3. PROFIT EST.

TOTAL SALES	\$
TOTAL COSTS	\$
PROFIT	\$

Subtract Total Costs from Total Sales

MENU

Recipe Name

Team Name

TASTE STORY:

Recipe Image:

Price:

INGREDIENTS:

PROCESS:

Team Members:

