

Lemonade Day![®]



ALASKA

11th Annual!

Lemonade Day Alaska is a youth-entrepreneurship initiative under the Alaska Small Business Development Center (Alaska SBDC) under the UAA Business Enterprise Institute. Lemonade Day Alaska teaches children entrepreneurial skills through the experience of starting and operating their very own business in an exciting and hands-on way - a lemonade stand.

With Lemonade Day Alaska, participants develop business plans, plan their product, establish a budget, seek investors, polish customer service skills, and showcase marketing and branding for their lemonade stand business.

1) SET A GOAL

- Set a spending goal
- Set a saving goal
- Set a sharing goal

WHAT DO KIDS LEARN WITH LEMONADE DAY ALASKA?



2) MAKE A PLAN

- Name for lemonade stand
- Decide on type of stand
- Make supply list
- Set hours of operation
- Think about advertising.
- Find a location
- Make a budget
- Will an investor be needed?

3) WORK THE PLAN

- Design the lemonade stand
- Purchase lemonade supplies
- Learn sanitation tips
- Create day-of checklist
- Set-up/decorate stand
- Make lemonade recipe
- Provide customer service
- **Lemonade Day is June 26!**

4) ACHIEVE SUCCESS

- Tag @LemonadeDayAlaska
- Calculate profit/losses
- Pay back investor(s)
- Spend/Save/Share!
- What was the best part?
- Share pictures!
- Share your story!
- **Submit Business Results!**



LEARN MORE AT LEMONADEDAY.ORG/ALASKA



Alaska Small Business Development Center
UAA BUSINESS ENTERPRISE INSTITUTE