



Lemonade Day!

Greater Indianapolis

Stirred by Scott A. Jones



What is Lemonade Day?

- It's a FREE, Greater Indianapolis Area initiative designed to teach youth how to START, OWN and OPERATE their own business: a lemonade stand...we're inspiring the next generation of Hoosier entrepreneurs!
- Lemonade Day launched in Houston, TX in 2007 by Hoosier and Houston-based entrepreneur Michael Holthouse.
- Entrepreneur Scott Jones brought Lemonade Day to Indy in 2010.
- Lemonade Day is now operating in 40+ cities around the country including: Indianapolis, Richmond, Elkhart, Ft. Wayne, West Lafayette, Terre Haute and Bloomington!

How does this work?



- In early March, kids sign up online, at school, via one of our partner organizations (e.g. YMCA, Girl Scouts) or at the Children's Museum or Zoo
- Kids can pick up their free Lemonade Day "prize" at their local library or at their school/partner organization
- The mentor working with the child (e.g. parent, teacher, group leader) will gain access to web-based lessons about running a lemonade business
- Kids work through the lessons on a computer, iPad or on a "smart board" in the classroom
- Kids have the opportunity to participate in fun, free workshops and contests to learn more about entrepreneurship!
- Lemonade Day is the 3rd Saturday in May....kids set up "shop" that day at home, at school, in the park or other high-traffic location (with permission) and become lemonade tycoons!
- Kids keep the money - it's their business after all -- and we teach them to "spend, save and share" their profits!
- Finally, kids complete their business results forms online and tell us how they did on Lemonade Day!