

**Welcome** to the 2<sup>nd</sup> quarter 2015 issue of the E-Seedling, LLC Lemon Drops E-Newsletter. Thank you for joining me in the journey to empower youth through entrepreneurship. This newsletter was created to help you create a positive impact on today's youth by providing useful information that you can use in your programs along with product previews and upcoming events. I would love to hear your feedback and welcome your input on content that you feel would be helpful to you in the valuable work you are doing in developing the leaders and business people of tomorrow. You can email me at [juliewood@eseedling.com](mailto:juliewood@eseedling.com) or fill out the contact form at: <http://eseedling.com/contact-us/>.

Sincerely,  
Julie Ann Wood  
Chief Cultivator for E-seedling, LLC

(Excerpt from the book: More Than a Lemonade Stand)

### **What is an Entrepreneur?**

Defining what an entrepreneur is gives the kids a context in which they can start developing their own business idea. To introduce what an entrepreneur is and does, there is a great video by Grasshopper, a virtual phone company, on their website at: <http://grasshopper.com/idea/>.<sup>1</sup> It is also on YouTube entitled Entrepreneurs can change the world – Grasshopper. Set up the video by asking the kids to write down 3 things that an entrepreneur does or is as they are watching the video.

*The video has many points that lead to a great discussion on how to define an entrepreneur, including:*

- Anyone can change the world
- One person can make a difference
- Talks about who built our world-parents, grandparents, aunts, uncles
- They may have come with very little or nothing except a single brilliant idea
- They were thinkers, doers and innovators
- Entrepreneurs change the way we think about what is possible
- They think about how life can be better and make the world a better place
- They see opportunities even in times of trouble
- There is risk involved
- They change people's lives, create jobs, and fuel growth
- They're finding new ways to solve problems
- Entrepreneurs can be anyone, even you
- Create the job you always wanted and make a difference

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<sup>1</sup> Video use Permission granted by Taylor Aldredge, Ambassador of Buzz at Grasshopper  
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If you found this helpful and would like more information on the book [CLICK HERE](#).

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In the discussion make sure to emphasize that entrepreneurs create businesses using their talents and passions, and focus on the fact that entrepreneurs solve problems.

### **Spring's here – Summer is not far behind!**

If you are planning on having a summer youth program you will want to make sure you are completing 4 crucial steps at least 3 months ahead to ensure success. 1) Check inventory of supplies and order if haven't already, 2) Market your program to organizations, members and prospects, 3) Design and order t-shirts, water bottles and other branded supplies, and 4) Hire staff and complete background checks (usually required for anyone working with kids). (note the previous newsletter included the 4 crucial steps to complete 6 months in advance)

### **More Than a Lemonade Stand™ –Kindle book is available April 7, 2015**

More Than a Lemonade Stand – the complete guide to planning, implementing and running a successful youth entrepreneur camp will be available on Amazon to order as a kindle book as of April 7, 2015. The paperback version will be available in bookstores on July 7<sup>th</sup> but it is available on the e-seedling website now for a pre-order price of \$10.00 (plus 3.00 shipping and handling). <http://eseedling.com/more-than-a-lemonade-stand-book/> This guide can be used as one complete youth entrepreneur curriculum or you can pull out activities and plug them into your existing program.

### **The Biz Ops Game™ - is ready to ship!**

The Biz Ops Game™ is a business simulation game that teaches kids how to run a manufacturing and retail business by designing and making paper airplanes, flying them on the runway and selling them to the customer. Teams start by getting a loan from the bank, planning what they spend their money on, and buying raw materials, office supplies and giving back to a charity. They make their airplanes, test them and then sell them to the customer. This fun interactive 90 minute activity can be used as the basis to teach business operations and entrepreneurship (and is a perfect rainy day activity for a camp)! The facilitator kit includes everything needed to run the game for up to 5 teams and can be used again and again. For more information or to purchase visit: <http://eseedling.com/biz-ops-game/>

### **Summer Youth Entrepreneur Camps where I'm teaching this summer:**

Summer is coming and I'm so excited to be working with kids on entrepreneurship. Here is where you can find me this summer. UW-Madison Youth Entrepreneur Camp from June 15-19 for more information or to register: <http://bus.wisc.edu/cped/sbdc/program-topics/special-programs/youth-entrepreneur-camp> Wisconsin Center for Academically Talented Youth (WCATY) StepX Business Minded (for 8<sup>th</sup> graders), July 20-24 <http://prgms.wcatyweb.com/index.php/summer-camps/stepx> and WCATY YSSP Biz Kidz (for 4-6 grade) <http://prgms.wcatyweb.com/index.php/summer-camps/2014-09-02-19-06-41>

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