

**Welcome** to the summer 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)

### **Show Me the Money**

The understanding of financial terms and record keeping are some of the most important things to know when running a business. I often hear these are the most often skipped concepts when teaching kids about business so I thought it would be helpful to include a few of the basics.

***Income (or Revenue):*** Money you earn from selling your product or service.

***Expenses:*** Money you spend to buy supplies for running your business or making a product.

***Profit:*** The "Bottom Line" or your income minus your expenses.

**Start-up Costs:** the kids need to think about what they need to start up the business and how much it will cost. Then they can figure out where they are going to get the items or money if needed. This is important to include in their business plan; the kids will also work on start-up costs during the Team Lemonade Stand activity. This is also why it is important for the kids to have chosen a business idea to work on so that they can apply the concepts to their "big idea." Give them some examples of what startup items are so they can apply it to their own idea. (Examples include: Computer, Printer, Paper, Office Supplies, Business Cards, Marketing & Promotion, and Attorney fees, Permits or Licenses.) If they don't know the costs of the items they need, they can go to a store in the evening and check on prices, or they can search on the Internet.

**Variable costs (COGS=Cost of Goods Sold):** these are the next concept that is taught in the financial section. Just as it was important in the business simulation to know how much they spent on their raw materials to make their paper airplanes, it is important for the campers to know how much it costs to make their product or provide their service.

[Type text]

Start by defining the term and applying it back to the business simulation where the pieces of paper they bought to make the airplane were part of their Variable Costs or Costs of Goods Sold. The total variable cost is not only the paper; ask them what else they think it would include. Hopefully they will bring up their time, but if not you can ask them if they would like to work for free. They usually get it then! Variable costs are the total of how much it costs to make or buy each product or service you sell. Make sure you give them some examples.

*Some common ideas you can include are:*

- 1) For one bracelet: 1 hour of time, 10 inches of wire & 20 beads.
- 2) For one mowed lawn: 1 gallon of gas for lawn mower and 1 hour of time.

The campers will also need to know their ***fixed costs*** before pricing their product or service. Fixed costs are the costs needed to run a business. They are bills you have to pay on a regular basis, either monthly or annually. The kids may not have any of these, but it is still good to bring them up as they may have one or two (such as a phone bill); it also lets them know that if they grow, these expenses will have to be taken into account when pricing their product or service. Some examples to let the kids know about are: rent, electricity, phone, advertising, and loan payments. Let them know that Fixed Costs can also be called “overhead.” The campers will need a worksheet to list any fixed costs they have.

### **Summer is camp season!**

Hope you are enjoying summer and having fun. I’m so fortunate to be teaching entrepreneurship at 3 camps this summer. Here is where you can find me this summer. UW-Madison Youth Entrepreneur Camp from June 15-19 for more information: <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>

Want a fun game to incorporate into your camp – check out the Marshmallow Challenge at <http://marshmallowchallenge.com/Welcome.html>. It teaches creativity, teamwork and leadership in 45 minutes !

### **More Than a Lemonade Stand™ –Publication date is July 7th**

The long awaited publication date of More Than a Lemonade Stand – the complete guide to planning, implementing and running a successful youth entrepreneur camp is finally here! Special offer through July 31<sup>st</sup>: Order on your favorite bookstore website or purchase in a bookstore, email your receipt to

Copyright 2015. E-seedling, LLC. All Rights Reserved

Website: [eseedling.com](http://eseedling.com) email: [juliewood@eseedling.com](mailto:juliewood@eseedling.com)

If you found this helpful and would like more information on the book [CLICK HERE](#).

[Type text]

[juliewood@eseedling.com](mailto:juliewood@eseedling.com) and I will email you a free e-student workbook that you can use with the More Than A Lemonade Stand curriculum!

### **The Biz Ops Game™ - Free Bonuses through July 31!**

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. Through July 31<sup>st</sup> the price includes 3 additional game boards, a free copy of More Than a Lemonade Stand and a 30 minute implementation phone call! For more information or to purchase visit: <http://eseedling.com/biz-ops-game/>

### **I would love to have your help!**

Anyone who has read the More Than a Lemonade Stand book (or even part of it) – I would love to have you post a review on Amazon, Barnes & Noble, and/or Goodreads.com – the more reviews on the sites, the higher the search ranking. I would be truly grateful for you taking a few minutes and reviewing the book. As always, if you have any suggestions for improvement please email me at [juliewood@eseedling.com](mailto:juliewood@eseedling.com)