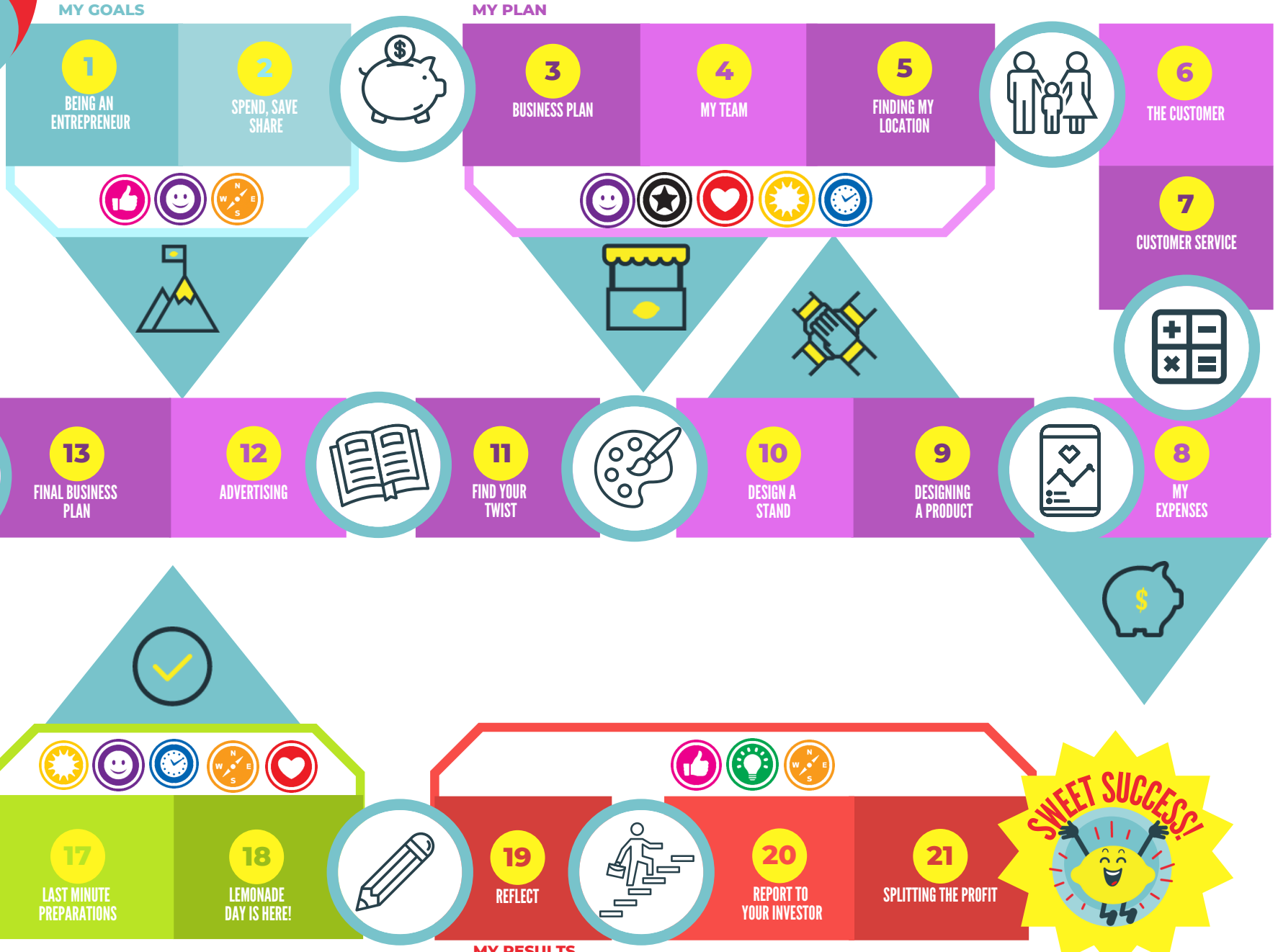


Lemonade Day!®

PREPARING YOUTH FOR LIFE

AN ENTREPRENEURIAL AND EXPERIENTIAL PROGRAM



LEGEND

STEPS TO SUCCESS

THE LEMONADE DAY PROGRAM IS SPLIT INTO 4 MODULES
MY GOALS - MODULE 1
MY PLAN - MODULE 2
MY STAND - MODULE 3
MY RESULTS - MODULE 4

EDUCATIONAL BENEFITS

THE LEMONADE DAY PROGRAM ALIGN WITH EDUCATIONAL STANDARDS IN...

- PERSONAL FINANCIAL LITERACY
- READING
- TECHNOLOGY
- SOCIAL STUDIES
- SPEAKING
- ART
- MATH
- WRITING
- CAREER PLANNING

SKILLS FOR LIFE

THE LEMONADE DAY PROGRAM TEACHES BUSINESS AND LIFE SKILLS

- GOAL SETTING
- RESPONSIBILITY
- BUSINESS SKILLS
- FINANCIAL LITERACY
- TEAMWORK

40 DEVELOPMENTAL ASSETS

SEARCH INSTITUTE IDENTIFIED 40 POSITIVE SUPPORTS AND STRENGTHS THAT YOUNG PEOPLE NEED TO SUCCEED AND THRIVE. THE LEMONADE DAY PROGRAM COVER ALL 8 ASSET AREAS.

EXTERNAL ASSETS

- SUPPORT
- EMPOWERMENT
- BOUNDARIES/ EXPECTATIONS
- CONSTRUCTIVE USE OF TIME

INTERNAL ASSETS

- COMMITMENT TO LEARNING
- POSITIVE VALUES
- SOCIAL COMPETENCIES
- POSITIVE IDENTITY

MY STAND

MY RESULTS



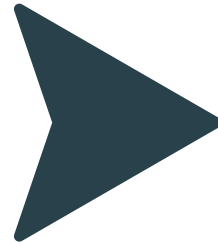
EXPOSURE & EXPLORATION

YEAR 1

AREAS OF FOCUS

- Identity development
- Ideation and concept creation
- Goal-setting and business plan development
- Financing
- STEM interest
- Growth mindset
- Intro to entrepreneurship
- Creative and collaborative problem solving
- Service learning
- Identify community need and establishing connection
- Mentoring

GOAL: Promote interest in entrepreneurship, to complete a stand, and have a selling experience in their community



IMMERSION & ENTREPRENEURIAL FLAME

YEAR 2

AREAS OF FOCUS

- Opportunity recognition
- Career awareness
- Career connected learning
- Advisor consultation
- Skillset development
- Pitch events and contests

GOAL: Mastery of Lemonade Day curriculum and incorporate another business venture



ADVANCEMENT & MASTERY

YEAR 3

AREAS OF FOCUS

- Lemonade Day University
- Connection to entrepreneurial ecosystem
- Career pathways
- Post-secondary plans
- Workforce connections
- Career exploration

GOAL: Explore “what’s next” after Lemonade Day and establish an entrepreneurial journey

Lemonade Day![®]
PREPARING YOUTH FOR LIFE

BUILDING ON EXPERIENCE!

As youth participate in Lemonade Day year over year, the experience becomes deeper and more enriching. From Exposure & Exploration to Advancement & Mastery, youth build upon their experience, honing and expanding their entrepreneurial skills.