

Business model – Lemonade stand



Overview

- A lemonade stand business idea is a small business venture activity that involves selling lemonade to customers in a local area. It is a popular entrepreneurial activity for children, as it allows them to learn about business, marketing, and finance in a fun and engaging way. Starting a lemonade stand is a great way for participants to develop important skills like communication, problem-solving, and creativity as well.

This activity is also about a social mission because it stimulates participants to donate a portion of the profits to organizations trying to save honeybees.

Lemonade stand activity will activate their background knowledge and allow them to complete the Business Model referring to the concept of social entrepreneurship.



Learning objectives

- Utilize the lemonade stand activity to apply the basic concept of social entrepreneurship by incorporating a social mission into the business model.
- To understand the different parts of a business model including product creation, customer identification, marketing, and financial aspects.
- Learn about the positive impact of business that can have on the community and environment through social initiatives.
- Develop communication and problem-solving skills and stimulate business creativity.

