

THE STARTUP SQUAD

Activities inspired by
the novel by
Brian Weisfeld
and
Nicole C. Kear



TAKE THE QUIZ!

Which founding
STARTUP SQUAD
member are you?

Are you more
Resa, Harriet,
Amelia, or Didi?

Question 1:

Your class is going on a field trip to an amusement park! You...

- a) Head straight to the biggest roller coaster
- b) Volunteer to take to lead the parade
- c) Spend the day winning prizes in the gaming area
- d) Get all your friends to take fun photos together in the dress up shop

Question 2:

The school is putting on a spring musical! You...

- a) Offer to direct it
- b) Audition for the lead
- c) Take charge of the ticket sales and concessions
- d) Design the costumes

Question 3:

For your birthday this year you ask for...

- a) A new planner with matching stickers
- b) A karaoke machine
- c) A pair of tickets to a concert
- d) A special set of paintbrushes

Question 4:

You and your friends are needed at the local summer camp. You offer to...

- a) Be a junior camp counselor
- b) Run the morning announcements
- c) Lifeguard at the pool
- d) Work in the arts and crafts center

Question 5:

Your teacher hands out an assignment. You have to create your own business. You decide to start...

- a) A specialized cupcake shop
- b) A dog walking service
- c) A tutoring club
- d) A jewelry-making startup



Mostly As? You're Resa!

A born leader, you have so many brilliant ideas that you can't wait to get started on. Pull together some of your friends and get started on your own business!

Mostly Bs? You're Harriet!

A natural people person, you are so full of energy and excitement. As the best salesperson, you're invaluable to your team!

Mostly Cs? You're Amelia!

Smart, organized, and ready to put a plan to action, you're a vital member of the Startup Squad. Remember to always voice your opinions even when it seems hard to do so!

Mostly Ds? You're Didi!

A creative thinker and talented mediator, you're the glue who keeps the team together. Everyone is happier when you're on the team!

LEARN THE BASICS!

Locate the given words in the grid. Curious what some of the words mean? Check out “Startup Squad Defined” for some helpful tips!



M	O	D	E	E	C	H	L	S	U	K	T	L
E	M	R	N	N	U	D	E	K	R	K	N	O
R	Z	I	M	T	F	A	I	S	Q	B	E	C
C	S	Q	R	R	I	J	M	D	L	U	V	A
H	J	A	R	E	S	A	I	R	I	S	D	T
A	A	K	K	P	M	M	I	P	D	I	A	I
N	X	T	W	R	N	L	N	G	I	N	A	O
D	D	A	X	E	U	L	A	L	A	E	R	N
I	R	I	N	N	O	T	K	Q	V	S	W	L
S	N	G	I	E	A	E	A	B	P	S	D	I
I	A	E	H	U	E	H	W	N	C	J	H	O
N	K	G	E	R	V	R	S	I	S	L	A	R
G	C	C	A	B	R	L	U	U	F	G	R	Z
X	S	N	L	E	M	O	N	A	D	E	R	T
C	S	T	A	R	T	U	P	Z	N	S	I	H
H	B	K	B	P	A	I	L	E	M	A	E	J
E	I	L	O	O	Z	F	P	I	I	R	T	K
M	A	R	K	E	T	I	N	G	H	U	U	V

STARTUP
MARKETING
BUSINESS
AMELIA

DIDI
HARRIET
RESA
ENTREPRENEUR

LEMONADE
LOCATION
MERCHANDISING

 **Marketing:** Marketing is how you tell people what you’re seeing and interest them in buying it. Advertising in the local newspaper, making a sign to attract customers, and coming up with a catchy slogan are all types of marketing.

 **An entrepreneur is:** a person who starts their own business

 **Merchandising:** Merchandising is similar to marketing but the focus is on how your product looks and how it’s displayed. How is your product packaged? What color is it? How are you showing it off?

COME UP WITH
A NAME AND
LOGO FOR YOUR
LEMONADE
STAND

Choose a name
for your business!



Startup Squad Tip: It should sound fun, but also clearly say what it is (“Lickin’ Lips Lemonade” is a great example.) You may also want to come up with a clever slogan that will make people smile and tell them even more about your business.



In the space below draw a logo. Use the spare paper in the back to practice or brainstorm a few ideas!

Startup Squad tip: A logo is a symbol used to distinguish and promote your business. Create a logo that will grab people’s attention and maybe hint at your product. Consider using bright colors and big letters so people can see it.

A large empty rectangular box with a black border, intended for drawing a logo. It occupies the bottom half of the page.

CRAFT THE BEST LEMONADE STAND PITCH

Write out a pitch (a short speech) that will convince people to buy your lemonade. Rehearse your pitch so that you feel comfortable talking to people you don't know. Remember to look people in the eye when you speak to them! Is your business for a special cause? If you're raising money for a charity or a special trip, talk about it. People feel good about giving money to charity and helping others reach a goal.

First you need to get people's attention:

- Hello! • Good morning / afternoon • I like your shirt

Then you need to tell people what you are selling and why:

- I'm excited to tell you about... • This is my...
It's unlike any other... because... • With the money raised (I/we) hope to...

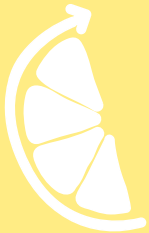
Finish by asking your potential customer what you would like them to do:

- Would you like to buy some of my product? • Would you like to support my cause?



*Startup Squad Tip: If you're feeling shy, think of it like playing a part in a play.
Practice the role of salesperson and remember to look people in the eye when you speak to them!*

MAKE LEMONADE!



You will need:

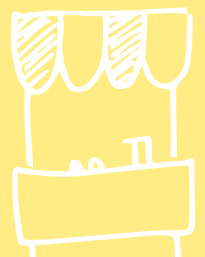
- Juice from eight lemons
- Six cups of hot water
- 2 cups of cold water
- One cup of sugar
- Ice

Directions:

1. With the help of a parent, heat 6 cups of water.
2. Add the cup of sugar and stir to completely dissolve the sugar in the water.
3. Place the jug in the fridge to cool. Add ice to the jug to speed this process up.
4. While you are waiting for the sugar syrup to cool—squeeze the lemons and collect the juice.
5. Add the lemon juice into the jug and stir.
6. Add one to two cups of cold water depending on how strong you like your lemonade and stir to combine.
7. Enjoy!



Startup Squad tip: Dress your lemonade up with lemon slices, mint leaves, or paper straws to make it extra appealing!





About the books: Resa, Harriet, Amelia, and Didi are the Startup Squad in this series about friendship and entrepreneurship from Macmillan Publishing that has been called “The Baby-sitters Club for the next generation.” Join the girls as they face the challenges of sixth grade, friendship, and siblings all while running a lemonade stand, selling t-shirts, and more. Each book also features tips for kids starting or running their first businesses, plus an inspirational profile of a real-life girl entrepreneur.

The authors: **Brian Weisfeld** has been building businesses his entire life.

In elementary school, he bought gummy bears and hired his friends to sell them. As a teen, he sorted baseball cards, babysat, and sold mixtapes. As an adult, he helped build a number of well-known billion-dollar companies including IMAX Corporation and Coupons.com. He lives in Silicon Valley with his wife and two daughters.

Nicole C. Kear grew up in New York City, where she still lives, with her husband, three firecracker kids and a ridiculously fluffy hamster. She’s written lots of essays and a memoir, *Now I See You*, for grownups, and *The Fix-It Friends* series for kids. She has a bunch of fancy, boring diplomas, and one red clown nose from circus school. Seriously.

About The Startup Squad: The Startup Squad was founded by Brian Weisfeld as an initiative dedicated to help girls (and boys, too) reach their potential, whatever their passions. The Startup Squad believes that entrepreneurship can help kids develop important life skills, be all they can be, and chase their dreams with confidence and conviction. Whether they are opening their first lemonade stand or launching their business on Shark Tank, The Startup Squad encourages each and every child to embrace their unique gifts and believe in their abilities.



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