

# Lemonade STAND Jam

A NextGen Foundations Program by  
The Entrepreneur Education & Development Center (TEEDC)



Entrepreneurship  
in Action



Creativity Meets  
Real-World Thinking



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## What Is Lemonade Stand Jam?

Lemonade Stand Jam is a hands-on financial literacy and entrepreneurship experience where students learn money concepts, teamwork, and business basics through movement, creativity, and real-world application.

Students don't just talk about business — they move, create, promote, and experience it.

## What Students Learn

- Basic money management (earning, spending, saving)
- Entrepreneurship fundamentals
- Teamwork & communication
- Creative thinking & decision-making
- Confidence through presentation & participation

## Program Goals

- Introduce Financial Literacy Early
- Help students understand money in an age-appropriate way
- Build Entrepreneurial Mindsets
- Encourage initiative, creativity, and ownership
- Make Learning Active & Fun
- Blend movement-based activities with business concepts

## Learning Through Movement

Students participate in movement activities connected to entrepreneurial traits, such as:

- Leadership
- Focus
- Problem-solving
- Teamwork

These activities reinforce learning before students transition into the business-building portion.

## Who It's For

- Elementary students
- Afterschool programs
- Financial literacy initiatives
- School enrichment days
- Community & youth programs



## What Students Do

- Create a lemonade stand business name
- Design a custom lemonade stand sign
- Learn simple concepts like:
  - Pricing
  - Promotion
  - Customer engagement
- Participate in a guided lemonade-making experience
- Reflect on what it means to earn and manage money

## Skills Developed

- Financial awareness
- Creativity & branding
- Collaboration
- Public speaking & confidence
- Real-world decision-making

## Why Schools Love Lemonade Stand Jam

- Financial literacy without feeling overwhelming
- Age-appropriate & engaging
- Hands-on, memorable experience
- Encourages positive money conversations early
- Aligns with wellness, math, and enrichment goals

Session Type	Duration	Starting Cost
Single Session	75 Minutes	\$375
Half - Day Event	3 Hours	\$950
Full Day Schoolwide Event	6 Hours	\$1,500

*Price Varies based on the amount of student participants.*

