

# GIRLS MEAN BUSINESS!



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





**About the book:** All the great leaders have to start somewhere. And Resa is starting with the lemonade stand competition her teacher assigned to the class—but making it a success is going to be a lot harder than Resa thinks. The prize: line-skipping tickets to Adventure Central. The competition: Val, Resa’s middle school nemesis. And the biggest obstacle to success: Resa’s own teammates. Harriet is the class clown, Amelia is the new girl who thinks she knows best, and Didi is Resa’s steadfast friend—who doesn’t know the first thing about selling lemonade. The four of them quickly realize that the recipe for success is tough to perfect—but listening to each other is the first step. And making new friends might be the most important one.

**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 grown-ups, 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 reach their potential, whatever their passions. The Startup Squad believes that entrepreneurship can help elementary school girls develop important life skills, be all they can be, and chase their dreams with confidence and conviction. Whether she’s opening her first lemonade stand or launching her business on Shark Tank, The Startup Squad encourages each and every girl to embrace her unique gifts, believe in her abilities, and break the proverbial glass ceiling—because Girls Mean Business.



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# TAKE THE QUIZ!

RESA



HARRIET



Which founding  
**STARTUP SQUAD**  
member are you?

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

AMELIA



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 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 specialized cupcake shop

- a) A dog-walking service
- b) A tutoring club
- c) 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 that keeps the team together. Everyone is happier when you're on the team!

# LEARN THE BASICS!

Locate the given words in the grid.





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 selling 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.

 **Entrepreneur:** 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: The name of your business 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 spare paper 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.*

# 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. Many 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!

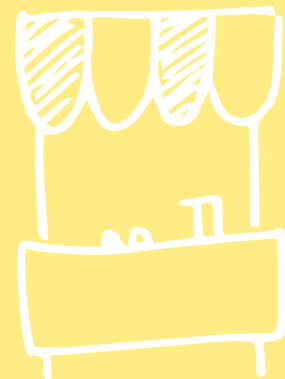


## You will need:

- Juice from 6 lemons
- 6 cups of water
- 1 cup of sugar

## Directions:

1. Squeeze the lemons and collect the juice.
2. Add water to your lemon juice and stir.
3. Add the sugar and stir thoroughly.
4. Cool the mixture in the fridge or add ice.
5. Serve and enjoy!



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