

Name: _____

Date: _____

Fundy Starts a Lemonade Stand

Fundy wants to earn money this summer.

He decides to open a lemonade stand!

Color Fundy and circle the items he needs for his Lemonade stand.



lemons



video game



cups



fancy hat



sign



candy



table



balloons



Alpha says:

A smart business starts with smart choices!
Buy what you need first, then get ready to sell!

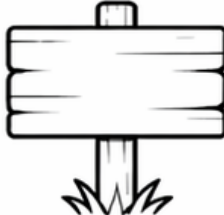
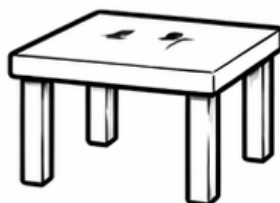
Fundy Learns About Costs!

Fundy needs supplies for his lemonade stand.

Each item costs money.

Let's help Fundy count his costs!



	Lemons = \$3
	Cups = \$2
	Sign = \$1
	Table = \$4

Costs = \$ _____



Alpha says:

Costs are money we spend first!

Every business needs supplies to get started.

Name: _____

Date: _____

Fundy Brings in Customers!

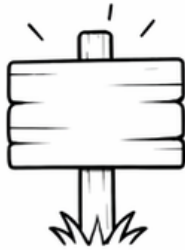
Fundy has his lemonade stand ready!

Now he needs customers to stop by.

How can Fundy help more people notice his stand?



Circle the best ways to get customers.



bright sign



smile and
say hello



clean
stand



hide under
the table
playing games



take a
nap



tell
neighbors

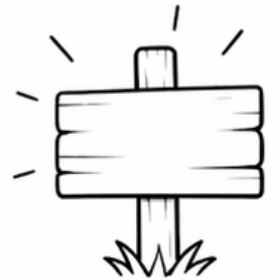


balloons



ignore
customers

Draw your own lemonade stand sign!



Alpha says:

Marketing helps people notice your business!

Friendly smiles and bright signs bring customers in!



Fundy Counts His Revenue!

Fundy sold lots of lemonade today!

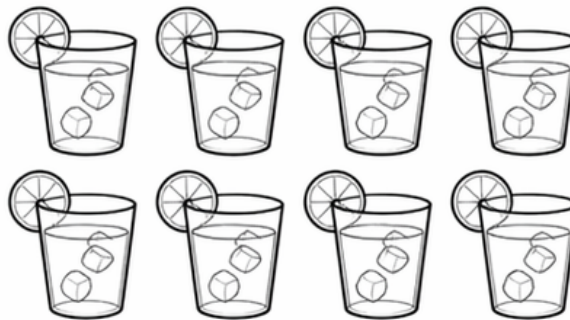
Each cup costs \$2.

Let's help Fundy count how much money he earned!



Fundy sold:

8 cups of lemonade!



Each cup
costs:

\$2

Revenue = \$ _____

Which would earn MORE revenue?

Stand A

5 cups × \$2 each

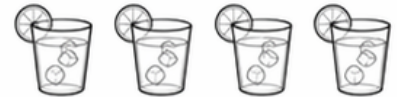


Revenue = \$ _____

OR

Stand B

4 cups × \$3 each



Revenue = \$ _____



Alpha says:

Revenue is the money you earn from selling!

The more lemonade you sell, the more revenue you make!

Fundy Finds His Profit!

Fundy sold lots of lemonade today!
But he had to pay for supplies first.
Let's help Fundy find how much money he gets to keep!



Let's look at Fundy's lemonade stand today!

Money Earned
(Revenue)



Fundy earned \$16
from selling lemonade.

Money Spent
(Costs)



Fundy spent \$10
on supplies.

What is left?



Profit = \$ _____

True or False? Circle your answer.

1. If I earn \$20 and spend \$20, my profit is \$20.

True

False

2. Profit is the money left after costs.

True

False

3. If I earn \$15 and spend \$7, my profit is \$8.

True

False



Alpha says:

Profit is the money left after costs!
Revenue minus costs equals profit!

Revenue

\$16

—

Costs

\$10

=

Profit

\$6

