



Hi there. Welcome.

Thanks for your interest in Lemonade Stand: Business School for kids! This Syllabus provides information on our 2-day workshop including the schedule and curriculum.

About Lemonade Stand

Instead of asking our kids "What do you want to be when you grow up?", we should ask them "What do you want to create?" Empower your children to reach their full potential by teaching them how to thrive in today's fast-moving business and technology landscape.

CEDA recently released a report which found that 40-60% of Australian jobs will be replaced in the next 10 to 15 years with technology and offshoring driving these changes. As such, the need for today's children to be adaptable and develop the ability to reinvent themselves has never been greater. It was from this Lemonade Stand was born.

It's a fun and interactive program teaching your kids modern business fundamentals. It'll help them dream bigger, while giving them the mindsets, skills and tools to build them too.

Curriculum: What to expect

- Ideas everywhere - how to identify an idea
- Solving a real customer problem / introduction to Value Proposition Design
- How to make money / introduction to Business Model Development
- Building prototypes to test customer appetite for a product (see below for list of prototypes)
- Marketing / introduction to customer acquisition
- How to deliver your product / introduction to distribution
- Measuring success / introduction to analytics
- Pitching to buyers / investors (parents)

Curriculum: Prototype Development

Part of the fun of this course is all about building prototypes to test customer appetite for a product quickly and cheaply, empowering students to take many small bets - a critical mindset to support innovation as they get older.

What kind of prototypes will they build?

- Websites / Minimum Viable Products (MVPs)
- Website Landing Pages
- Mobile App Prototype
- Powerpoint Prototypes
- 3D Printed Prototypes
- Paper Prototypes
- Cardboard Prototypes
- Sketches
- Lego Prototypes

Curriculum: Breakdown

Each topic is accompanied by interactive exercises to help your kids understand the concepts being taught. There are also plenty of breakout activities throughout to break up the day.

DAY 1

- Understanding the business fundamentals
- Defining a product
- Finding who your customers are
- How to work out cost/profit/pricing
- Marketing and branding products
- Lean Methodology basics: pivoting, jobs and gathering insights
- Types of innovation

DAY 2

- Business model building
- Design thinking basics
- How to validate ideas
- Types of prototypes
- 3D Printing
- Pitching, and how to form your elevator pitch

For the kids

Make sure they're all set up and ready to go with the following materials:

- **Laptop:** The kids will be using software and different online platforms for the workshop. Tablets have very limited accessibility to the workshop's activities so a laptop is the recommended device. A mac is preferred, but a recent PC laptop also works - preferably with Chrome or Mozilla Firefox installed as the browser.
- **Writing tools** - Please have your child bring their pencil case containing pencils, textas and markers for use throughout the program.
- **Access to a Gmail address:** Some of our activities will include registering under an email address. If your child doesn't have an email, we encourage for you to create one through Gmail. You will need them to access platforms such as TinkerCAD and Instapage.
- **Packed Lunch:** We will provide snacks and refreshments throughout the day, but your child will be required to bring their own lunch.

For the parents

- Lemonade Stand goes from **9:00am till 4:00pm** on both days.
- The location of the where Lemonade Stand workshops are running is disclosed within the course page and will be sent again as a reminder for the parents. If the location is currently on “TBA” status, you’ll be updated of the location when it’s confirmed. To give you an indication, the workshops will run in a centralised location of the state.
- Aim to drop your child off with us **by 8:45am** so we can start promptly at 9:00
- Business Pitches will occur on the 2nd day of the workshop commencing at 2:30pm. The pitches will demonstrate how much your child has learned within 2 days and we'd love to have you and your family come watch and support!

Speaker Details



Steve Glaveski, Co-founder of Collective Campus

Previously founded Hotdesk.net, ran a live music venue and has worked in consulting for KPMG and Ernst & Young in addition to roles with Macquarie Bank and the Victorian Auditor General's Office. Steve facilitates classes on topics such as lean startup and enterprise innovation at Collective Campus and has worked with companies such as Sportsbet and Australia Post. Qualifications: Master of Accounting, Bachelor of Business, Agile Certified Practitioner, Project Management Professional

Steve Glaveski previously organised Ernst & Young Melbourne's participation in TEAM program - Technology, Enterprise & Mathematics. The program required Year 9 and 10 students from socio-economically disadvantaged backgrounds in Melbourne's north to visit EY's office in the CBD for a day over a period of four weeks where they were taught fundamental business skills, collectively solved real world problems and pitched their solutions to the firm partnership. The program was a resounding success, empowering students and helping them to see their own potential and opportunities that they were previously blinded to.

Speaker Details



Sean Qian, Co-founder of Collective Campus

Previously founded Collins Collective and Queens Collective, both Melbourne tech startup co-working spaces. He also ran an events management company, and been a registered migration Agent.

Prior to founding his co-working spaces Sean spent time in operations and business development at a Registered Training Organisation. Qualifications: Bachelor of entertainment business management, Graduate certificate in immigration law and policy, Certificate IV in training and assessment.

Frequently Asked Questions

Will my child be looked after?

All of our trainers and staff have Working With Children's licenses, provisioned by the Victorian Department of Justice and Regulation. Your children will be supervised by an adult throughout their entire time on campus.

What is the typical age of a student?

Most of our students are between the ages of 9 and 12. However if your child is slightly younger or older, that's fine as well! What matters more is whether they're comfortable working with other kids who are at a slightly different age. As a general guide, our latest session had kids between the ages 8 and 13.

How big are the classes? Will there be adequate supervision?

We cap classes at 20 students. We will always have up to 4 teachers and support staff on-hand which ensures a ratio of 5 students per staff member. This means your child will always have someone looking after them and making sure they're keeping up and enjoying themselves!

Frequently Asked Questions

What discounts are available?

We always run super early and early bird specials in the weeks leading up to our classes, which offer significant discounts on tickets. Group discounts are also available. We've also launched our very own crowdfunding platform, which will allow kids to run their own crowdfunding campaign to raise funds for the course.

If you still have questions or what to find out more, send us an email at info@collectivecamp.us or give us a call (03) 9996 1257

A woman in a white lab coat is looking at a laptop screen in a clinical setting. The image is overlaid with a semi-transparent teal filter. The text is white and positioned on the left side of the image.

Upcoming: September Holidays

Ready to join Lemonade Stand? Visit us at www.lemonadestand.rocks/program