

SUMMER CEO

Start Your Summer Business!

Got a BIG idea?

Turn it into your own business plan and enter the *My First Business Challenge* for a chance to win real cash prizes!



Scan the QR code to get started

Looking for more
money-smart tips?

Visit us here:



You're the boss, and summer is your season!
Follow these fun and simple steps to launch your very own
money-making adventure.



STEP 4

Keep Track of What You Earn



Use this fun ledger to write down your sales and how much you earn.

| Date | What I Did | Amount Earned |
|------|------------|---------------|
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |

Total Revenue:

Total Cost:

Total Profit:

STEP 2

Make It Official

What's your business name?

Sketch your logo here:

(Draw something fun that represents your business!)

Use our templates to create:



A business card



A flyer

Scan QR codes to download templates!



Here's an article on 100 business ideas for kids.

STEP 3

Profit Formula

To make money, you need to know how much things cost and how much you'll charge.

Use this formula:

$$\text{Revenue} - \text{Cost} = \text{Profit}$$

Example:



You sell lemonade for \$1 a cup.



You spend \$5 on supplies.



You sell 10 cups = \$10 revenue.

$$\text{\$10} - \text{\$5} = \text{\$5}$$

Revenue

Cost

Profit



Now try your own:

What are you selling?

How much will you charge?

What do you need to buy?

How much will that cost?

How much profit will you make?



Check out this video on revenue, cost and profit.