



Lemonade Stand

Software User Guide



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GoVenture[®] Lemonade Stand

Software User Guide

1. Welcome



The Software User Guide provides an overview of MediaSpark's GoVenture Lemonade Stand simulation. Its purpose is to get you started quickly and confidently, by providing an overview of the key elements of the software. GoVenture Lemonade Stand is designed to be easy to use, and includes help accessible from within the program.

For an introduction to the basics of business, please refer to the companion GoVenture book: *Experiencing Lemonade Stand*.



2. GoVenture Lemonade Stand

What is the GoVenture Lemonade Stand Simulation

Learn the basics of business—in an easy and fun learning simulation!

GoVenture Lemonade Stand is an easy-to-use program that introduces you to the experience of running your own virtual lemonade stand business. It's the perfect first step for children or even adults who need to start with the basics of running a business. It also offers the opportunity to apply concepts in other subjects such as mathematics, finance, career, or general life skills in a fun business setting.

Like a flight simulator for business, GoVenture Lemonade Stand puts you in the role of a budding entrepreneur selling lemonade. You must decide the price of your lemonade, the recipe (sweet and lemony is the best seller!), and manage your inventory (lemons, sugar, and cups) in order to maximize profits. And, don't forget to keep an eye on the weather. It's easy to use, visual, interactive, and fun!

Unlike any book, course or seminar, GoVenture Lemonade Stand enables you to gain years of experience in minutes!

Try your business skills on your own or against your friends and classmates. Gain practical experience so you have the confidence to explore starting and running your own business!

What Makes GoVenture Lemonade Stand Unique

GoVenture simulations enable "learning-by-doing", an approach that cognitive scientists have identified as the fastest and most effective way for human beings to learn. GoVenture simulations immerse the learner in a highly visual and interactive environment in such rewarding ways that learners feel intellectually and emotionally engaged in the experience — as if they were personally living it.

GoVenture Lemonade Stand offers several key advantages:

1. A fun and easy-to-use learning experience to learn the basics of running a small business.
2. An educational tool designed to deliver the entertainment value of a game.
3. Helpful paper-based resources that complement and support the learning experience.

GoVenture Lemonade Stand is designed as a tool for youth and adults, to be used as a learning program on its own, or to complement other learning materials, courses, programs, and curricula. It can provide a valuable learning opportunity for an individual or an entire class, within a single hour of use — or over an extended period of time.

The educational foundation and ease of integration in the classroom and curriculum make GoVenture Lemonade Stand the first choice among learners who are in the early stages of learning about business, as well as educators and trainers who are providing basic business training.

GoVenture for You

Education

GoVenture has been designed to be suitable for a variety of instructional approaches and levels. Whether the need is to create a completely new curriculum or to enhance an existing one, GoVenture offers a successful and valuable experience for instructors and learners, from elementary school to adult education.

Life Skills Training

GoVenture helps develop a number of necessary skills for success in the fast-paced Knowledge Economy, including: planning, just-in-time learning, problem solving, organization, critical thinking, and risk management. GoVenture addresses life skills training directly by immersing learners in a simulated world of experience that transcends the limitations of traditional teaching and learning approaches.

What You Need to Play GoVenture Lemonade Stand

GoVenture Lemonade Stand is designed using proven technologies that will operate on personal computers, either stand-alone or over the Internet. For specific system requirements, please refer to the software documentation.

More Information

For more information on GoVenture Lemonade Stand and other simulations, visit the GoVenture.NETwork Internet portal or contact MediaSpark at:

Sales: 1-800-331-2282 USA/Canada
Telephone: 902-562-0042
Fax: 902-562-1252
Internet: www.goventure.net

3. Playing GoVenture Lemonade Stand

You start with \$25 cash. Choose a logo and name your business. You are ready to go!



Choose the PRICE you will charge customers to buy one glass of lemonade. The higher the price the more money you can make. Be careful though – if you set the price too high, nobody will buy your lemonade! And always make sure to set the price of your lemonade higher than the cost of making it.

Set the RECIPE for your lemonade by moving the slider. The more sugar and lemons you add to your recipe, the better it will taste. People love buying things that taste good. But remember – sugar and lemons add to your cost to make the lemonade.

Order INVENTORY. You need lemons and sugar to make your lemonade. Order enough quantities so that you do not run out of inventory. Otherwise, you cannot make and sell your lemonade. Be careful though – if you have too much inventory left over at the end of the day, it might spoil.

Watch the WEATHER. People do not like buying lemonade on cold and rainy days. They love buying lemonade on hot and sunny days. Be sure to stock up on your inventory if the weather forecast looks good. Keep in mind that weather forecasts are not always correct.

OPEN for business! Watch people walk by your lemonade stand. Those that stop and buy lemonade are your customers. The more customers you have the more money you will make.

Once the animation is complete, the results for the day will be displayed. Start all over again at the beginning of the next day. Play as long as you like to see how much money you can make!



QUIT GoVenture

To quit GoVenture Lemonade Stand and exit the program completely, click the *Quit* button. You cannot save your simulation so once you quit, all your information is erased and the simulation is reset to the beginning.

Every Simulation is Different

No two simulations will be exactly the same in GoVenture Lemonade Stand. Changes in weather, traffic, recipe, pricing, and inventory will make each simulation a new challenge.

4. Interface Layout

Overview

The GoVenture Lemonade Stand interface is designed to be easy to use. All orange colored objects are clickable or can be moved.

The screenshot shows the main interface of the GoVenture Lemonade Stand. At the top left is the logo. In the center is a lemonade stand named 'Cool Jane's' with a 'LEMONADE' sign. To the right is a 'Status Window' showing: Day 1, Cash \$25, Sales today \$0, Sales total \$0. Below the stand are four panels: Price (a glass of lemonade with a price of \$1.00), Recipe (a slider between 'Sour & Watery' and 'Sweet & Lemony'), Inventory (a table with columns for Quantity and Buy, listing Lemons, Sugar, and Cups, each with a '<Choose>' dropdown and a 'Buy' button), and a control panel with an 'OPEN' button, 'HELP', and 'QUIT' buttons. Callouts with arrows point to these elements: 'Status Window', 'Click to set the price of your lemonade.', 'Click and move the slider to set the lemonade recipe.', 'Choose inventory quantities and click BUY to purchase.', 'Click to open for business each day.', and 'Help and Quit buttons.'

Drop Down Box
To make a selection, click the box to open it, then click your selection.

Scrolling
To scroll text in a window, click on the up and down arrows. You can also click and drag the orange square to scroll faster.

Slider
To set a value with a slider, you can click the + or - buttons; or click and drag the handle; or click on the white box and type in a number with the keyboard.

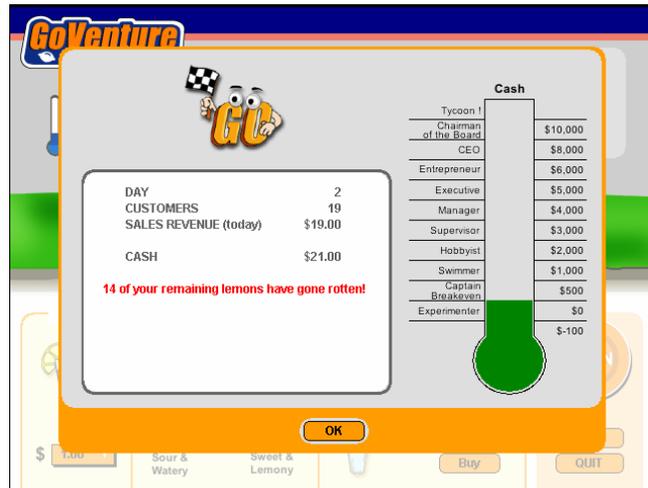
5. Performance Evaluation

Success in GoVenture Lemonade Stand

GoVenture Lemonade Stand is designed to be fun and educational. There are two overall measurements for success:

1. How much you learned about running a business.
2. How successful your business was.

If you know more about running a business now than you did before, and perhaps had some fun along the way, then consider your experience a success!



If you wish to conduct an evaluation of the results of your business decisions during the simulation, review the Performance Report provided at the end of each day.

Measuring Performance in GoVenture Lemonade Stand

Performance Report

After each day the Performance Report will give you a rating based on your total cash. Will you be an Experimenter, a Tycoon, or on a level in between?

Remember, the cash rating cannot measure how much you learned from the simulation.

Measurements of Business Success

Cash and Profit

A business must generate cash and profits in order to survive in the long run. It is common for startup businesses to lose money initially. However, over time, the trend should be to generate ongoing profits and build cash.

In addition to trying to generate many sales, you should also try to manage inventory as best as possible in order to never sell out, while at the same time not have too much inventory left over that might spoil or be damaged. The

Performance Report at the end of each day will indicate if any of your current inventory has spoiled or been damaged.

Time in Business

Simply surviving and keeping a business running for a length of time can be seen as a success in itself.

Customer Satisfaction

Without customers, you have no sales. Satisfied customers return and buy again. Satisfied customers also tell their friends and promote your business by word of mouth free advertising — often the best type of endorsement your business can obtain.

When customers purchase lemonade, some of them will comment on how they feel about the lemonade. Be sure to watch closely.

6. Next Steps

If you enjoyed the GoVenture Lemonade Stand experience, we encourage you to try other GoVenture simulations, where you can *gain years of experience in minutes!*

