



The Accounting game was written by **Marshall Thurber** in the 1970's. Thousands of students have learned accounting in a fun, easy, creative way.

Now expanded to focus on entrepreneurship it has been updated and rewritten as "The Lemonade Game" with **Mark Ira Lefkowitz as co-author**

The original game became a successful book and morphed into a live seminar. Soon it merged with other brilliant Marshall Thurber teachings and especially his incredible "Money and You" presentations. During those seminars there were so many "Golden Nuggets" that were life changing events that needed to be taught to students and business owners. That became the essence of this work that you are about to uncover.

Accounting is the language of business and is fundamental for evaluating, measuring, and understanding your business (Personal wealth included). Moreover, the direction it is headed. To be even more crystal clear it can be the bell weather of the financial situation any person or (business owner) is currently facing. In the words of Marshall "understanding the accounting basics will allow you to make a prediction of your financial future" Further, he taught "Great leaders make brilliant predictions"

In collaboration with Mark Ira Lefkowitz the game was updated and revised with personal development, entrepreneurship, investing, and accounting ratios being the next and primary focus. Many new games were added that blended accounting ratios, financial literacy, business skills, and the mindset needed to meet today's challenges. The merging of these two authors has created one of the greatest works that illustrates the power of money, leverage, compounding, exponential growth, network science, collaboration, negotiation, and a host of other necessary skills to hit it out of the park! When all these skills are joined with the deepest Inner thoughts of self concept, visualization, relevancy evaluation, overcoming fear, and taking a giant step with asymmetrical risk (in your favor), abundance will show up! Other influences like time and timing, self management, seeking diversity opinions, priority setting, critical thinking, resilience, resourcefulness and the power of GRIT may lead you on the path to great success. In this game you will become fully cognizant of the essential pillars to acquire vast wealth. Further, to dismiss those notions of scarcity and fears that holds you back from achieving stratospheric results.

The games are kept fun, simple and yet build slowly helping you to develop powerful tools. Starting with just two dollars from your allowance the game gravitates into building a balance sheet. From there you invest in lemons, limes, sugar and start a business in your driveway. The sequence and intensity build and build with students learning the ratios of margins, return on investment (ROI), creation of equity, and other important return ratios,

Then we create an LLC, purchase more Lemonade Stands and finally going public. Growing exponentially by issuing shares of stock to increase working capital thus the horsepower to expand with leverage. Soon your business is a cash flow machine.. You learn all about yields, Price Earning (PE) ratios, rapid fire amortizing of loans, time value of money, depreciation, and even using capitalization rates to establish value of assets. The game uses simple fun steps and teaches financial literacy information in gradient steps that every person should know proficiently. **Remember you are the CEO of a company called "RUNNING MY LIFE"** and as such, you ARE IN CHARGE OF YOUR MONEY AND WEALTH CREATION! Let this game be your guiding light and compass to reaching your goals!