

WHY PLAY THE LEMONADE GAME vs 5.1

The Lemonade Game (TLG) is an experience that primarily teaches entrepreneurship and deep thinking. The story itself is just a metaphor for the dozens of golden nuggets to be gathered and learned in a simple story about a kid starting a little business and growing it. Consider your own personal finance as a business that can learn from all the lessons of investing that are imbedded in The Lemonade Game story.

First and foremost is understanding the purpose of a balance sheet including the operational definitions of Assets, Liabilities, and most importantly...the creation and building of Equity! Moreover, an important equation in accounting, that $\text{Assets} = \text{Liabilities} + \text{Equity}$

Continuing, there are essential ratios that once learned are indispensable tools in personal and business growth. A mastery of these ratios will lead you down the road to acquiring vast wealth. Lacking the knowledge to understand the ratios will surely lead to incorrect financial decisions or poor investment choices.

The purpose of The Lemonade Game is to teach the average person and student the most basic skills of simple accounting, entrepreneurship, real estate investing, personal growth, and business acumen! The thinking portion is emphasized through the motto of the game ...That is **“what I think about, I bring about” or even at a deeper level “to think is to create”**

Imagine you are six years old and want to become an entrepreneur. (this kid like concept is as used to keep it as simple and understandable as possible) In the beginning to keep it fun the gradient is soft, funny, gentle, and slow but, will increase quickly as we move towards building an empire. Buckle up because it will grow exponentially and at 1000 MPH with horsepower!

Your business will start from nothing except the 2 dollars saved in your piggy bank. Next, you borrow 5 bucks from Mom becoming capitalized and ready to invest in lemons and sugar. How would you post that on a balance sheet? Play and see first-hand!

The ability to create, measure, and read a financial statement is important. However, to decide if an investment is meritorious or not is absolutely, positively CRITICAL. Playing the game will provide the basic skills to master financial statements without having to take years of accounting (or brain damage LOL). More importantly, the simulation is FUN, EASY, and intuitive all told in a very simple story that most people can understand.

Welcome to this INCREDIBLE hands-on financial literacy simulation. The Lemonade Game (TLG) is extremely “experiential” and engages the player/student in a faux entrepreneurship venture played from the mind of an ordinary kid.

What goes thru your mind when you think of accounting? For me it was difficult, boring, and tedious. However, accounting is the language of business, and it is mandatory to comprehend and measure financial results.

Your personal game-board is a digital balance sheet that starts completely empty, nil zero, nada! You will build it in simple steps from the tiny driveway business to going public and securing investors. With every paragraph there is a lesson and usually a posting. It is fun, easy, and intuitive. Soon you will add journal entries for your first **Asset** “CASH” your first **Liability** “NOTES” and then your first **Equity** “ORIGINAL INVESTMENT”

WHY PLAY THE LEMONADE GAME vs 5.1

Players learn balance and then that balance is extrapolated to your life. The game will segway into the Life Balance Sheet. Is your life in balance? Everything must balance is the takeaway and your money as well as your thoughts and must be organized properly!

As the business grows players invest in Lemons, Sugar and Water. New entries are added from other sales creating revenues. With each page your balance sheet builds and is representative of real life. Within a few lessons it includes investments, accounts payable, and notes payable. A complete understanding of how you are doing financially and more importantly the ratios that are the core of your business.

Ratios between the numbers in the entries will help establish key business metrics that will ultimately determine the level of success. Player's stay engaged establishing C.O.G.S. (cost of goods sold), net profit margins, return on assets, return on equity, ROI, Cash on Cash and dozens of common misunderstood real estate ratios. The essential ratios will be introduced in a fun easy to comprehend manner step by step.

THE RESULT the player becomes keenly aware of the numbers and becomes enriched with financially literacy.

Professional investing tools and strategy examples are demonstrated on many pages. An example...How much would you pay for an asset? When we buy and sell lemonade stands what is really being taught? HOW TO BUY AND SELL APARTMENT BUILDINGS, DUPLEXES AND FOUR PLEXES.

Players learn to organize, document, understand and communicate their results. My personal favorite is learning to establish predictions, develop trend analysis, create pro-forma models and thus the future value of an asset. An amazing skill!

Quietly TLG teaches at deeper levels including how to evaluate other asset classes with key ratios. Real Estate valuations and stock market trends uses similar equations. ((Stocks use PE ratios in a congruent fashion as capitalization ratios)) These evaluation skills should be in the toolbox of every investor/entrepreneur at a minimum!

Life lessons and golden nuggets are plentiful and show up on every page and in many paragraphs. The space of win/win and integrity with business strategies is always omnipresent. Embracing diversity, coming from abundance and gives gain are other take-aways, Sharing is having more and "together we are better" are also illuminated as you build your wealth and business.

At the end of many chapters' players create simple Profit and Loss Statements, roll up earnings, close out the periods. And look at the trends. (Using GAAP accounting standards). Predictions can be created from those results. WOW ACCOUNTING 101 without even knowing it or trying!

As we fast forward towards the ending chapters, players have built their balance sheet and decide to go public. They issue stock to their friends, families, and buddies. (100 shares of Lemonade stock for \$1.00 a share) Next, a complete analysis of the PE (price earnings) ratio of your lemonade stand. You offer a dividend and ascertain the yield to the stockholders?

The real lessons here are how to manage your 401K retirement account, utilize capital accumulation, compounding, amortize high interest debt, and your ability to grow

WHY PLAY THE LEMONADE GAME vs 5.1

your equity making smart choices. There is even a sub game to learn asymmetrical risk called the Land of Peace and Abundance.

Mark Ira Lefkowitz in conjunction with Marshall Thurber present all this in a super fun and very easy manner. When presented live in front of a room or via webinar there is engagement with the students. Golden nuggets from real life experiences are constantly delivered making this truly experiential. Your author's promise, to deliver a "student centric" game replete with valuable and memorable lessons in financial literacy.

TLG IS FOR ALL AGES (with basic addition, multiplication and division ability). It touches upon many of the most important assets in our lives. It is the player Self Concept and how they see themselves. It is their time and how they spend it. It is their Goals, and Visions and how to Acquire them. Play **TLG** and begin to make your dream happen with certainty, brilliancy and the most intuitive financial literacy game on this planet.