

stand

TM

Real kid-powered businesses.
Real-life skills.

Schools teach theory, not real world experience

Kids are creative and curious, but rarely get to build real things.

MEANWHILE

- One-day stands are cute, but not sustainable
- Kids consume content, but rarely **create**
- Parents crave **purpose-driven screen time for their kids**
- Parents lack tools, structure, and time
- No platform connects fun with **foundational life skills**

**Remember the lemonade stand?
Stand is building the modern version.**



**Stand is a membership platform
where kids launch businesses
and build real life skills.**

Think Girl Scouts 2.0
for all kids!



Girl Scouts is an
800M in annual
revenue company

It's an ecosystem where kids:

- ✓ Build their own brand
- ✓ Generate their business idea
- ✓ Choose real products to sell or services to provide
- ✓ Gain essential tools in money management, story-telling, resilience and problem solving
- ✓ Feel supported at every step



Why now

69%

of Gen Alpha kids want a side hustle (Acorns Money Matters Report™ for Kids)

AI and gamification are reshaping children's learning. Stand bridges foundational skills with modern tools.

50%

aspire to be creators/entrepreneurs (LEGO/Future Lab)

70%

of Gen Alpha parents want business skills for their kids (Morning Consult)

69%

of household spending is influenced by kids ages 8–14. (Axios Report).

86%

Hands-on learning boosts retention by 86% (EdWeek)

Why now

MAN INTEREST

Lemonade stand of the future! Kids are making thousands with their summer side hustles thanks to cashless payments

By Alex Mitchell

Published Aug. 13, 2024, 1:56 p.m. ET

40 Comments



FOX SQUARE
LIVE | 6:53 AM ET

Julian J. Weissman's LEMONADE

Watch Video

GOOD MORNING.
TELL US ABOUT YOUR BUSINESS

FOX NEWS
5:53 CT

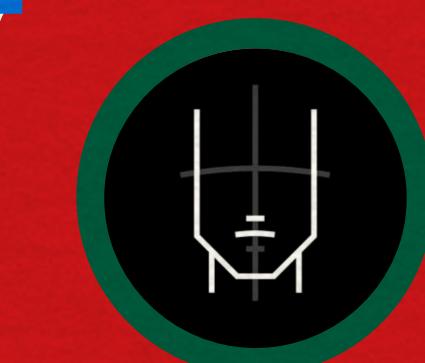
10-YEAR-OLD ENTREPRENEUR OPENS LEMONADE STANDS

FOX & FRIENDS WEEKEND



One of the worst things kids are taught is that making money isn't fun. Making wholesome things like baked goods and gardens is fun, but making money is craven.

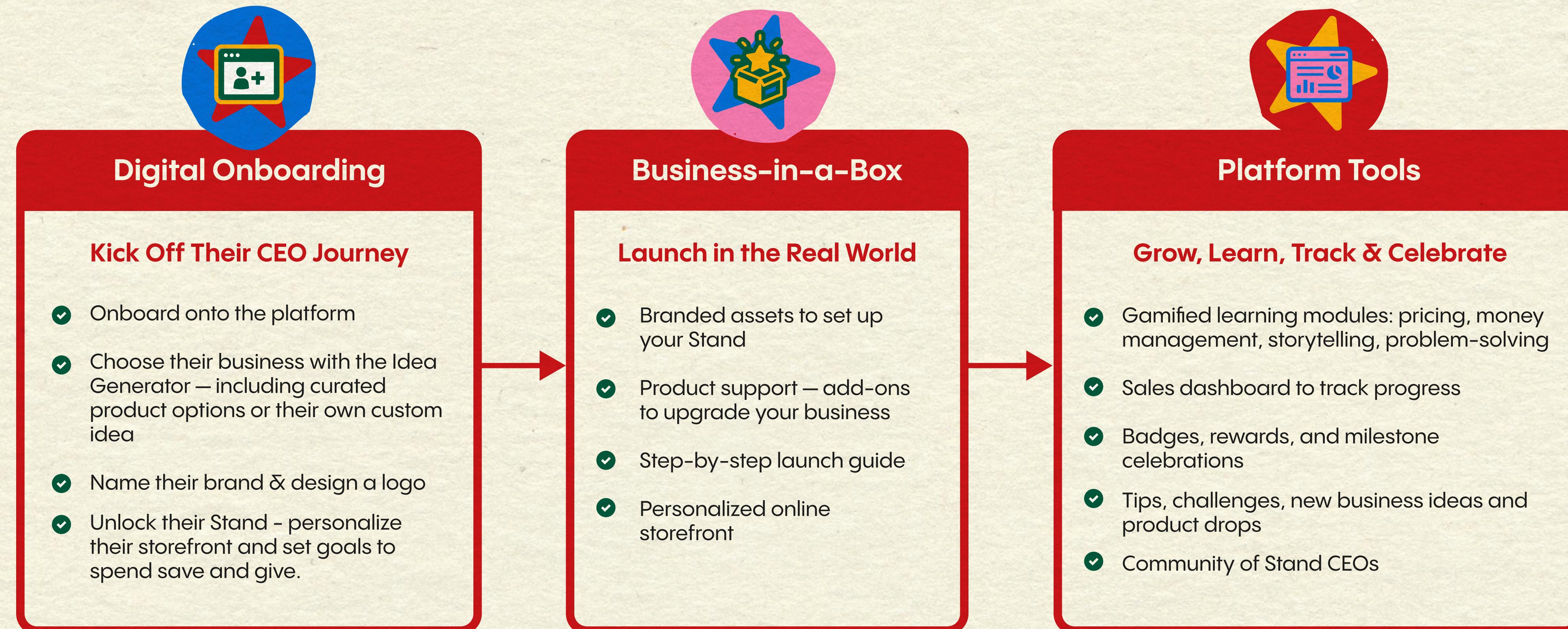
Aaron Stupple, Author & Practicing Physician



They study other people's businesses, but in reality, you're going to learn a lot more about running a business by operating your own lemonade stand or equivalent.

Naval | @naval

A modern business journey for kids



The Customer

stand



The STAND Kid (Ages 5-15)

- ✓ Curious, ready to build
- ✓ Wants independence + financial confidence
- ✓ Learns best by doing

The STAND Parent

- ✓ Values purposeful screen time
- ✓ Seeks safe structure and skill development
- ✓ Wants real-world learning for their child

AND THERE ARE A
LOT OF THEM!

40M+
U.S. kids
ages 5-15

≈15M
in households
earning
\$100K+

\$11B+
Gen Alpha
influences \$11B+
in spending

We BETA tested STAND with ≈25 families in Los Angeles this summer.

Excitement was real—and so was the pride!

100%

Said they would do it again

Top Requested Features

Brand personalization,
Progress dashboard,
financial lessons and
online selling tools

"This was the best day of my life"

Yale, 7 year-old

"That was so fun! I can't wait to do Stand again. I loved talking to all these new people"

Azzy, 11 year-old

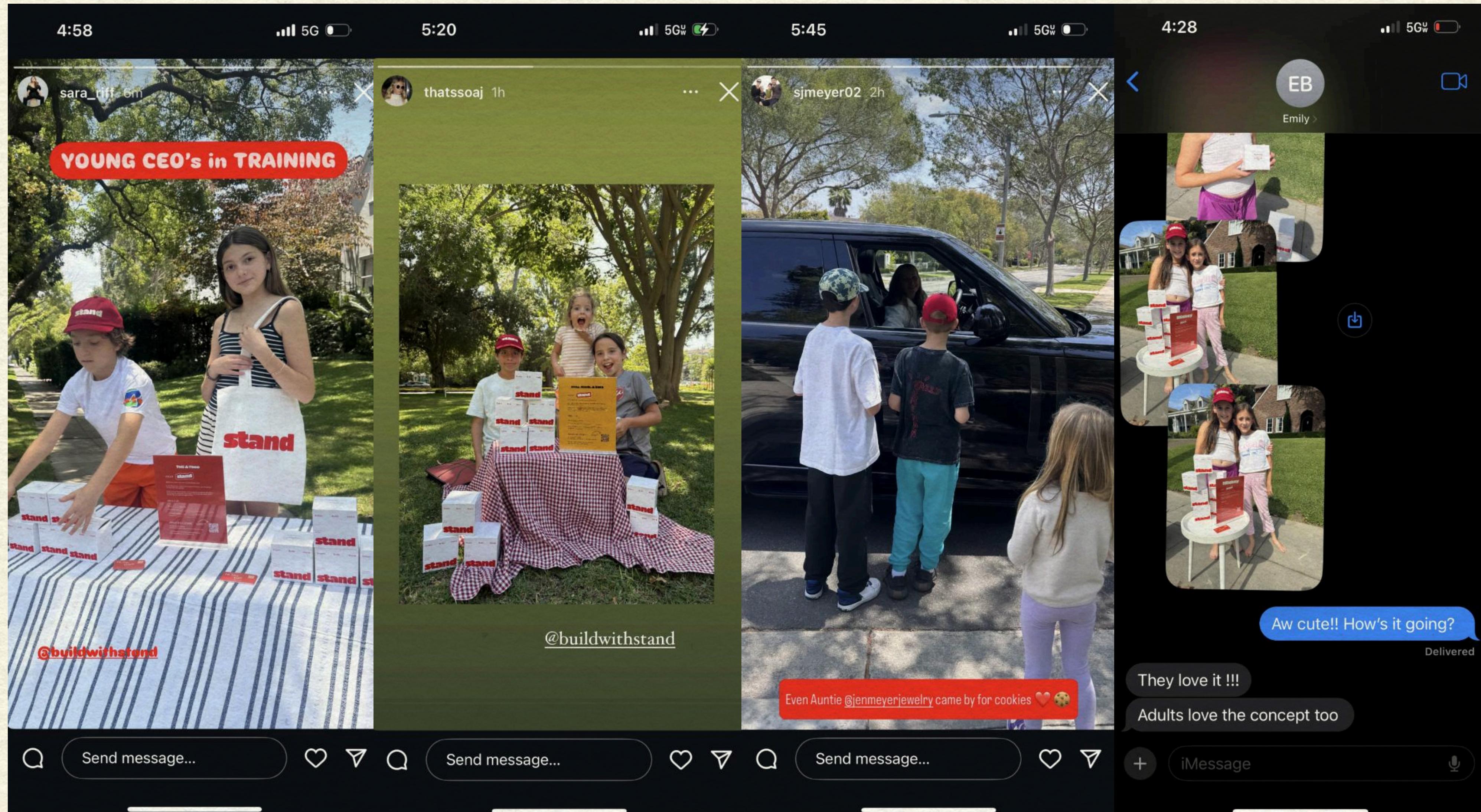
The BETA

stand



The BETA

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World of Stand

Evolving Product Line

Seasonal kits, limited-edition drops, brand collaborations, new products, and add-ons to upgrade your business and set-up.



Gamified Learning

Challenges, badges, levels, and rewards like exclusive products, merch, and community recognition to keep kids engaged.



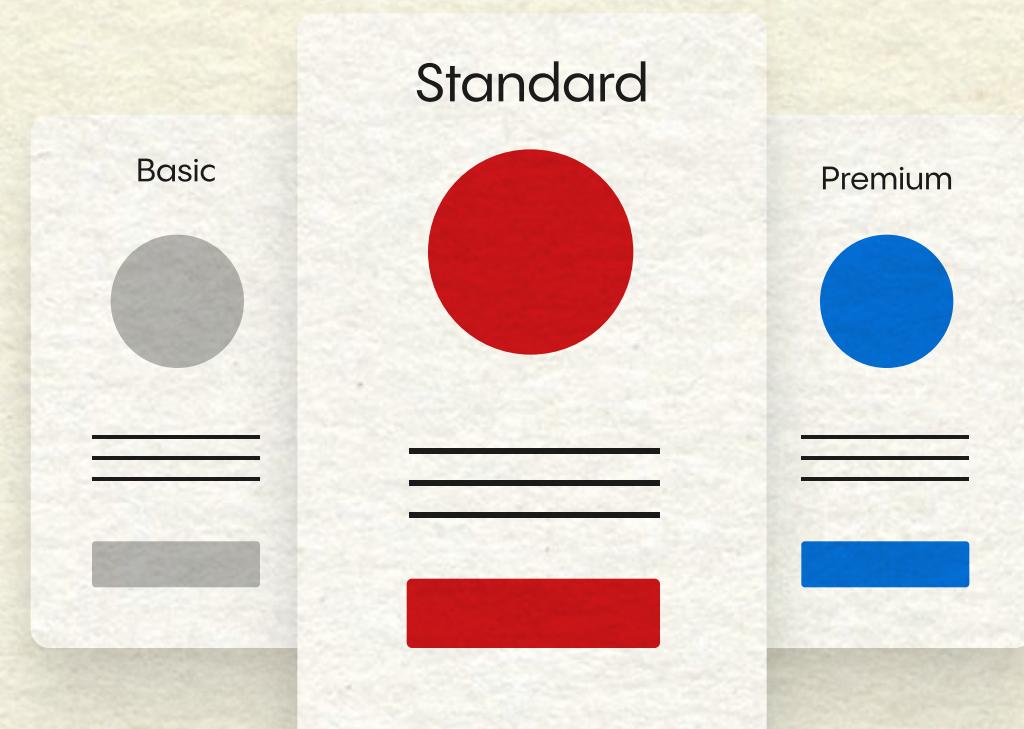
IRL Community Experiences

Local and national events, pitch nights, festivals, and skill-building workshops.



Scaling Membership

School partnerships/licensing, membership tiers, and family plans.



Business Model



High-Margin, Recurring Revenue

Membership subscriptions are the core growth engine. Currently at \$129 upfront initiation fee followed by an ongoing \$20/month platform fee

Add-On Upside

Brand partnerships, add-ons, and product affiliates drive growth without complexity.

Revenue Mix

~75% from initiation fee + recurring memberships;
~25% from partnerships & affiliate fees.

WARNING!



THIS IS NOT A TOY.

**This is the next-gen
platform for helping kids
become confident, capable,
and real-world-ready.**

Are you ready to stand?

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