**Lemonade Stand Project**

For your first project of the class you will be responsible to put up and execute your very own Lemonade Stand somewhere on SMU’s campus over the weekend. Along with your group you will be able to spend no more than $20 of an initial investment to buy materials (key resources), marketing materials (that explain your key value proposition through channels to build customer relationships).

The team that makes the most money will win the competition and be given extra points on their final grade on the presentation.

You will be responsible for putting together a presentation that will be given in front on class on Wednesday and/or Friday of next week.

There are no particular rules or guidelines other than what is covered in the rules and guidelines of the University. (ie. you cant spike the lemonade).

You presentation will consist of the following:

* You will need to be able to clear communicate your business model
* You will need to be able to walk the class through the 9 building blocks of your business model and talk through all of the different reasons for what you did on each of the building blocks.
* You will need to present this in front of the class with materials
  + This can include a PowerPoint or key note presentation
  + The materials used in your project
  + Visuals, pictures, etc.

The goal of this project is to give everyone in the class a single point of reference for how to think through and build a business model. This project will serve as an example for the rest of the semester on how to practically think through all of the building blocks that combine to make a business model/business plan and will be instrumental in helping you prepare for the final class project.