



# Lemonade Stand

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## Instructor Guide

*Using GoVenture In  
Your Learning Environment*



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# GoVenture<sup>®</sup> Lemonade Stand Instructor Guide

*Using GoVenture In Your Learning Environment*

## 1. Welcome

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This Instructor Guide is provided to help you use MediaSpark's GoVenture Lemonade Stand simulation in your classroom or computer lab. If you are not already familiar with the award-winning GoVenture business simulations, we invite you to visit the GoVenture.NETwork at [www.goventure.net](http://www.goventure.net) or to contact us at 1-800-331-2282.

An electronic version of this document is also available on the GoVenture.NETwork.

## 2. About GoVenture Lemonade Stand

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### **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!

GoVenture Lemonade Stand is ideal for youth and adults in self-directed or facilitated learning environments and can be used to enhance training in marketing, entrepreneurship, business, finance, economics, career, family and consumer sciences, math, and other subjects.

Unlike any book, course, or seminar, GoVenture Lemonade Stand enables learners to gain years of business and life experience in minutes!

### **3. What Makes GoVenture Lemonade Stand Unique**

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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 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.

## **4. GoVenture for You**

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### ***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.

Unlike conventional educational materials, games and Internet portals, GoVenture offers a comprehensive learning experience. Simulations are combined with a wide range of learning resources for quick and easy integration into self-directed or facilitated learning environments.

## **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.

## 5. GoVenture Resources

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Every GoVenture Educational license includes the following resources:

### **Lemonade Stand Simulation Software**

An easy and fun simulation software program that emulates a lemonade stand business.

### **Software User Guide, Simulation Help**

Print materials included with and in the software designed to introduce you and your students to GoVenture, and to help you become comfortable with the program quickly.

### **Experiencing Lemonade Stand –**

#### ***An Illustrated Introduction to the Basics of Business***

A concise, easy-to-read illustrated guide that outlines the basics of business in a summary format. For you and your students, this guide complements the GoVenture simulation by serving as a valuable resource throughout your course or program.

### **Performance Report**

A helpful software tool that displays simulation results and assigns a score to the performance.

### **Instructor Guide (this document)**

A guide to help you learn about GoVenture and the various resources that are available for using GoVenture in the classroom or in a business or life skills training environment.

### **Learning Guides and Activities Workbooks –**

#### ***Instructor and Student Editions***

Lessons and activities designed to bring business basics alive in the classroom. These Learning Guide activities help students better understand the decisions that need to be made within the GoVenture simulation.

### **Test Bank**

The Test Bank consists of objective questions that are closely tied to content contained in the Experiencing Lemonade Stand guide. These questions are also suitable for general knowledge testing. An instructor version with complete answers is provided.

### **GoVenture.NETwork – [www.goventure.net](http://www.goventure.net)**

A free website containing a wealth of business tools, activities, games, and collaboration opportunities for you and your students.

### **GoVenture Live the Learning**

A free newsletter to help educators and facilitators bring business to life!

## 6. Getting Started

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The following approach is recommended to help you and your students get started with GoVenture:

1. Browse through all of the resources that are provided with GoVenture Lemonade Stand to get a better understanding of how everything fits together.
2. Review the Software User Guide document.
3. Start GoVenture Lemonade Stand.
4. Explore the program to become familiar with the decisions that need to be made.
5. Input your decisions then click *Open for Business*. After the day's business simulation runs, you can review your results.

Continue to play the simulation for as long as you like.

## 7. GoVenture and Your Curriculum

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### Possible Approaches

GoVenture is a program designed to supplement and enhance your existing course, program, or curriculum. You may choose to use GoVenture at the beginning of a course, at the end of a course, or throughout an entire term.

#### ***Using GoVenture at the Beginning of a Course***

By using GoVenture at the beginning of a course, students immediately gain “hands-on” experience in the issues involved, and the decisions that need to be made, in running a business. This experience provides them with considerably more insight into what they need to learn and why, making them more likely to participate in class discussion and to ask insightful questions. Lectures and textbooks become instantly transformed into valued sources of information when connected to GoVenture’s hands-on experience.

#### ***Using GoVenture at the End of a Course***

By using GoVenture at the end of a course, students can apply the knowledge, lessons, and techniques they have learned throughout your course to a fun, simulated business setting. GoVenture provides students with the opportunity to gain experience and to make the important connection between business theory and practice.

#### ***Using GoVenture Throughout a Course***

GoVenture is essentially a business laboratory where your students can go every week, or every day, to apply the information and concepts you are teaching in class. Throughout your course, students can continually use GoVenture to experience and experiment with the knowledge they are gaining.

Choosing what is right for you depends upon the amount of time you have available to include GoVenture in your curriculum, and your desire to use the many GoVenture resources that are available.

### Time Required

Within the GoVenture simulation, you can take as much time as you wish to make each day’s decisions. When you are ready, click the *Open for Business* button, and the software will run a short animation while it simulates the day’s sales activities.

In general, it only takes a few minutes for students to become familiar and comfortable with GoVenture and the daily decisions that need to be made. You may have students play as long as you like – the longer they play, the more insightful their decisions will become.

## **Matching Business Scenarios to the Current Topic of Discussion**

GoVenture can be used to provide targeted learning, by directly corresponding to the current topic at hand. For example, in one scenario you may wish to instruct students to focus exclusively on inventory management, while in another you may want them to focus on pricing and profit.

## **Saving and Resuming Simulations**

GoVenture Lemonade Stand does not provide saving and resuming features. Once you quit the program, all data from the currently running lemonade stand business is lost and reset.

## **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.

# **8. Facilitated and Self-Directed Learning**

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GoVenture is designed to be used in facilitated and/or self-directed learning environments. Students can dive in on their own, exploring and discovering their GoVenture businesses with limited supervision, or can be directed step-by-step through the various aspects of starting and running a business.

Students only need the GoVenture simulation software to begin exploring and learning. However, the additional resources provided can add value to their specific areas of interest and their overall business learning experience.

## **9. Individual and Group Learning**

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GoVenture can be used for individual or group learning.

Students can run their own businesses and make all of the necessary decisions. For group learning, students can work together to make decisions and/or they can be assigned specific business areas to champion — such as Price, Recipe, and Inventory. Groups of up to three students per business/computer can work effectively.

## **10. Evaluating Success**

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GoVenture provides a Performance Evaluation report at the end of each business day. This report includes a cash rating score, so students can compare their results. However, the role this score might play in your evaluation of their learning experience is your decision.

Please refer to GoVenture Experiencing Lemonade Stand, “Evaluating Success,” and to the Software User Guide for more information on evaluating performance.

## **11. We Want to Hear from You!**

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At MediaSpark, we are committed to providing our customers with the best support in the business! We make every effort to design easy to use, robust programs that run on various computer platforms and require little or no installation. However, if technological difficulties still arise, we are here to help. Toll free telephone, email, and fax assistance is readily available. We will call you back promptly, and stay with you until all of your issues are resolved. Our primary goal is to provide you and your students with a successful GoVenture experience every time.

We invite you to stop by the GoVenture.NETwork often, to learn about new features we have added to GoVenture and new simulations we are developing.

### **MediaSpark Inc.**

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