



LeMarnade

Share the Sweetness.

A Little Girl

WITH A BIG IDEA

BUSINESS PLAN

FOUNDED BY AMARIA
CEO OF LEMARNADE

Turning
Small Ideas
Into Big
Opportunities!



DREAM IT



BUILD IT



OWN IT



SHARE IT



Hi, my name is Amaria, and I am the founder of **LeMarnade**!

LeMarnade is more than lemonade.
It is a big dream built from one small idea.

I wanted to create something fun, sweet, and special that makes people smile.
Lemonade brings people together.

It feels *happy*.
It feels *fresh*.
It feels like *sunshine*.

That is how **LeMarnade** was born.

I believe kids can be business owners too.

We can have ideas.
We can build things.
We can help people.

And we can dream BIG.

LeMarnade is my way of showing that even a little girl with a big idea can create something amazing.

This is just the beginning.

Welcome to LeMarnade.

Love,

Amaria
Founder + CEO



Meet the Founder

My name is Amaria, and I am 7 years old.

I am the CEO of **LeMarnade**.



"I love being creative, having big ideas, and building things that make people happy. I wanted to create my own lemonade brand because I wanted something that felt fun, beautiful, and special."

- Amaria

I learned that businesses start with ideas.

And I had an idea.

I believe kids should learn how to dream big, work hard, and believe in themselves.

LeMarnade is not just my business.

It is my proof that kids can build real things too.

I am proud to be the founder of LeMarnade.

And this is only the beginning.



Our Mission

At **LeMarnade**, our mission is simple:

To spread *sweetness, confidence, and big dreams*.

We believe lemonade is more than a drink.

It brings people together.

It creates smiles.

It turns ordinary moments into happy memories.

LeMarnade was created to inspire kids to believe that their ideas matter.

We want every child to know:

Your dream is important.

Your voice matters.

Your ideas can become real.

We are building more than a lemonade brand.



We are building *confidence*.



We are building *courage*.

We are building *future leaders*.

The Le Marnade Mindset

Dream it. Build it. Own it. Share it.

1  **Dream It**  Think big, stay curious, and believe in your ideas!

2  **Build It**  You don't have to be perfect. Start small, work hard, and grow.

3  **Own It**  Take responsibility, be proud of your work, and learn from mistakes.

4  **Share It**   Bring your creations to the world, and share the sweetness along the way.





How It All Started

LeMarnade did not start as a school project.

It started in the summer of 2025 when I asked my mom if I could have my own lemonade stand. It was a simple idea.

I wanted to sell lemonade, have my own business, and create something that felt fun and special. Most kids ask once and move on. I didn't. I *kept* talking about it. I *kept* asking. I *kept* believing it could be real.

A whole year later, I was still talking about my lemonade business. That is when my mom knew this was bigger than a random idea.

It was something I truly cared about. She decided to help me build it for real.

Not just a lemonade stand.
A real brand.

That small idea became LeMarnade.

A little girl.
A big dream.
A real business.

When you keep believing in your idea and refuse to let it go, amazing things can happen.

LeMarnade is my first business.

But it will not be my last.



Business Overview

What is **LeMarnade**?

LeMarnade is a lemonade brand created by Amaria. Our business sells fresh, fun, and beautifully branded lemonade that makes people smile.

We focus on flavor, presentation, and experience. Our lemonade is made to feel special—not ordinary. **LeMarnade** stands for joy, confidence, creativity, and entrepreneurship.



We are not just selling lemonade.

We are selling *happiness*.

We are selling *confidence*.

We are selling a *dream*.



What We Sell

Signature Lemonade Flavors



Future Product Expansion



LeMarnade is more than one product. It is a growing brand.

A planner made for kids with big dreams and creative ideas. This helps children write down goals, ideas, and business dreams.



Pricing Strategy

How We Price Our Products

LeMarnade Bottles: \$5 each OR 2 for \$8

We chose this pricing because **LeMarnade** is more than just lemonade.

It is a premium handmade product built with quality ingredients, beautiful branding, and a special story behind it.

Each bottle is carefully made, labeled, and prepared with love.

Our pricing helps cover:

- bottles and labels
- fresh ingredients
- lemonade preparation
- supplies and presentation
- growing the business

We also created a bundle option to make it easy for customers to buy more and support the brand.

Good pricing helps businesses stay strong.

We want customers to feel excited to support **LeMarnade**.
And we want our business to be profitable so it can continue to grow.

LeMarnade is not just a lemonade stand.
It is the beginning of a real brand.



What We Need to Launch

Product & Inventory

- Premium 8 oz juice bottles
- Custom waterproof bottle labels
- Bottle caps
- Fresh lemons
- Strawberries
- Kiwi
- Sugar
- Filtered water
- Ice
- Sample tasting cups
- Napkins
- Cooler for storage and freshness

Brand Presentation

- Display table setup
- Tablecloth in brand colors
- Display table décor
- Branded signs
- Marketing banner
- Retractable promo banner
- Tri-fold presentation board
- Price menu sign
- QR code sign for promo
- Business cards / thank you cards
- LeMarnade shirts
- Matching branded outfits



What We Need to Launch Cont'd

Content & Promotion Room Buildout

Because **LeMarnade** is not just a lemonade business—it is also a growing brand, we want a dedicated space where content can be created to promote the business online.

This includes:

- Content creation room setup
- Kid-friendly filming backdrop
- Branded wall décor
- Lemon-themed content corner
- Child-sized desk or creative workspace
- Cute seating/furniture setup
- Display shelves for products and books
- Ring light
- Camera for content creation
- Tripod
- Wireless microphone
- Packaging display station for unboxing content

This helps us build visibility, tell the **LeMarnade** story, and grow the brand beyond just selling lemonade.

Estimated Startup Cost

\$2500 - \$3000

This includes product supplies, launch materials, branding assets, and content creation tools needed to build **LeMarnade** as a real business.

Strong businesses are built with planning, presentation, and consistency. Every big dream starts with preparation.



Daily Operations

How the Business Works

LeMarnade creates fresh lemonade using fun flavors and beautiful branding.

Customers can buy lemonade during:

- School events
- Market Day
- Family events
- Pop-up events
- Community events



Our goal is to create an experience customers remember.

We want every bottle to feel exciting, fresh, and special.

Good businesses create repeat customers.

That means people come back again.

That is how **LeMarnade** grows.



Team Members and Roles

Who Helps Make LeMarnade Happen

CEO, Amaria

Founder of LeMarnade

Responsibilities:

- Brand owner
- Product creator
- Face of the business
- Commercial star
- Customer interaction

Operations Support, Mom

Responsibilities:

- Production support
- Setup help
- Safety supervision
- Business coaching
- Branding and Marketing

Great businesses have great support systems.

No CEO builds alone.



Who We Serve

LeMarnade is made for people who love fun, fresh, and happy experiences.

Our customers include:

- Students
- Teachers
- Parents
- Families
- Friends
- Community supporters
- People who love lemonade

We especially love serving people who support young entrepreneurs and believe kids can build real businesses.

LeMarnade is designed to feel joyful, memorable, and special.

Our customers are not just buying a drink.
They are supporting a dream.



Why Choose LeMarnade?

What Makes Us Different

There are many lemonade stands.

But **LeMarnade** is different.

We focus on:

- Beautiful branding
- Fresh flavors
- Fun presentation
- Creative experience
- A real founder story

People remember stories.

And **LeMarnade** has a story.

Customers love supporting businesses with heart.

They are not just buying *lemonade*.

They are buying into a dream.

That makes **LeMarnade** unforgettable.



Social Media & Promotion

How We Spread the Word

LeMarnade uses social media to share the brand and tell our story.



People connect with stories. Social media helps people follow the journey and become part of the dream.

We use:

- Instagram
- Facebook
- Family support
- Word of mouth
- Community events
- School opportunities

We share:

- Photos
- Videos
- Commercials
- Product launches
- Founder moments
- Behind-the-scenes content

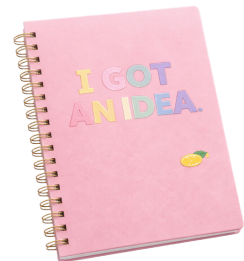


The Future of LeMarnade

LeMarnade is just the beginning.

Future plans include:

- More lemonade flavors
- LeMarnade merch
- Storybooks
- Kidpreneur journals
- Pop-up events
- School partnerships
- Community events
- Brand collaborations



We want **LeMarnade** to become a real kids' lifestyle brand.

Not just lemonade.

A full experience.

A brand that inspires children to dream bigger.



LeMarnade Land Vision

One day, I want to build **LeMarnade Land**. A magical place where kids can dream, create, and build their own businesses.



LeMarnade Land would teach kids: *Your ideas matter. Your dreams are possible.*
And you are *never* too young to start. Big dreams start small.



Raising My First \$3,000

Help Me Raise My First \$3,000

LeMarnade is the beginning of a real business.

Our first funding goal is:
\$2,500–\$3,000

This investment will help us build **LeMarnade** the right way from the beginning.

Funds will be used for:

- Product inventory
- Custom bottles and labels
- Fresh ingredients and supplies
- Branded table setup and event displays
- Marketing banners and presentation materials
- LeMarnade shirts and merchandise
- Content room build-out for photos, videos, and brand promotion
- Camera equipment and creative setup for content creation

This allows **LeMarnade** to become a real brand with real opportunities.

When you support **LeMarnade**, you are not just buying lemonade.
You are investing in a young entrepreneur.

You are helping build confidence, leadership, and a future business owner.
You are helping turn one small idea into something much bigger.

Thank you for believing in the dream.

LeMarnade

♥ PREMIUM LEMONADE ♥

A LITTLE GIRL
WITH A BIG IDEA.

SOMETHING
SWEET
IS HERE!



MADE FOR BIG DREAMS
& BRIGHT DAYS ♥