

# CHA-CHING

Earn, Save, Spend, Donate

## Entrepreneur

Justin's \$1  
Lemonade



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# CHA-CHING

Originally friends from music class at their school, the group's passion for music sees their band 'Cha-Ching' growing in popularity, quickly attracting a loyal fan-base around town. Cha-Ching has played to some large crowds on stage in the local park and with the money the kids earned from these performances, they learn the importance of being smart with their money and the essential skills needed to understand their choices.

It's not hard, read on and find out how they did it. You could learn some valuable money-smarts too.

# Characters



## Guitar and Vocals

Fun-loving Justin is a born entrepreneur and has lots of great business ideas. He loves taking on new projects and energetically dives into them head first.



## Bobby

### Drums and Vocals

A lovable gentle-giant, Bobby does not have the street smarts or self-control some of his friends have. In short, he is not so good with money.



## Zul

### Rhythm Guitar and Vocals

Zul loves cars and has one aim in life: to become a racing car driver. He is sensible and determined; in order to achieve this, he knows he needs to learn to save for success.



## Charity

### Singer

Charity loves to give and share. She is a sweet and loving person always looking for ways to help out those in need whether it's giving money, her time or her talent.



## Pepper

### Keyboards and Vocals

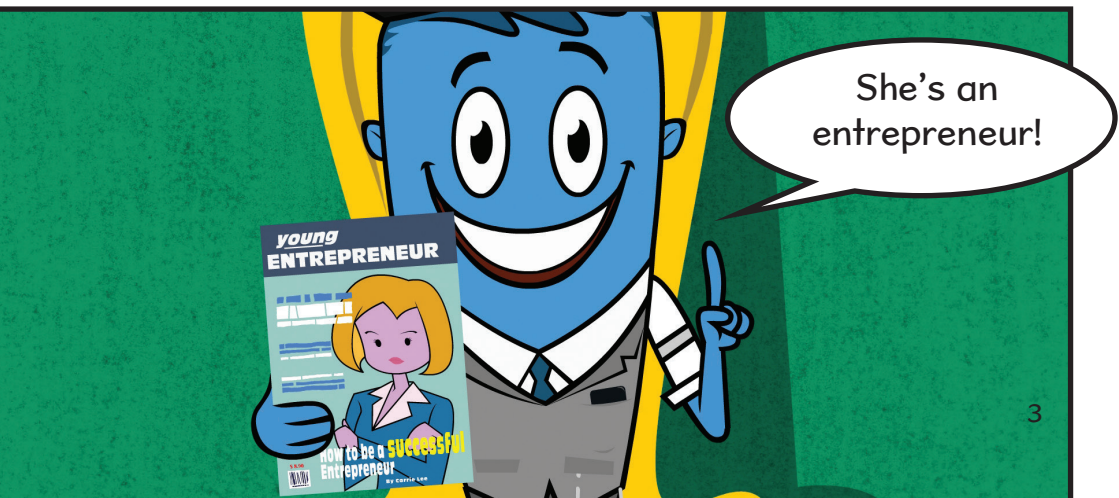
A careless spender and shopaholic, Pepper wants everything she sees and she wants it right now.



## Prudence

### Lead Guitar and Vocals

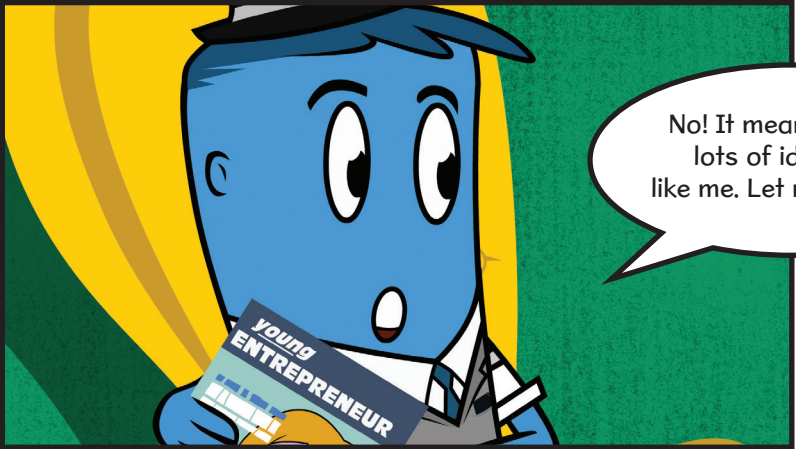
Prudence is wise and practical and as such, makes it a habit to save money. She learned early that if she takes some of the money that she gets and saves it, she can make her dreams for the future come true!



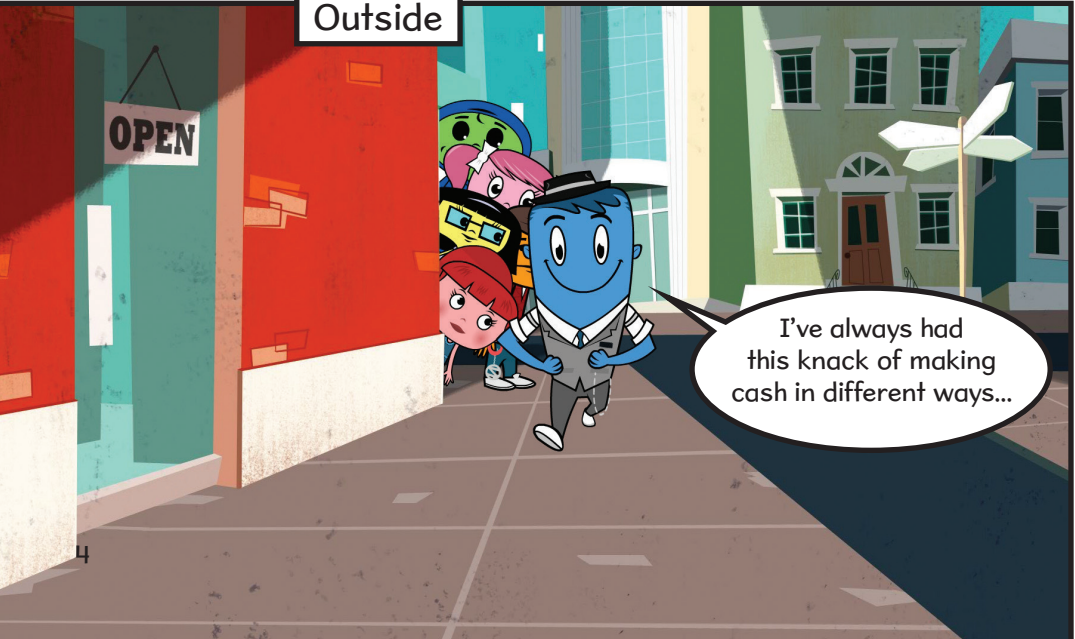
Does that mean she's French?



No! It means she has lots of ideas just like me. Let me explain...



Outside

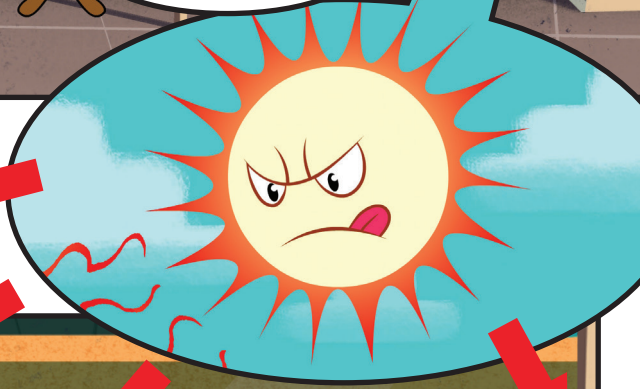


I've always had this knack of making cash in different ways...



Sometimes a simple idea...

...is staring you right in the face.



It's so hot today!

This heat is making me thirsty.

Being an entrepreneur isn't all about profit and loss.

PROFITS

First you need to realise when you have a good idea.

Then you need to visualise how you can make that idea come to life...

LEMONADE STAND

LEMONADE

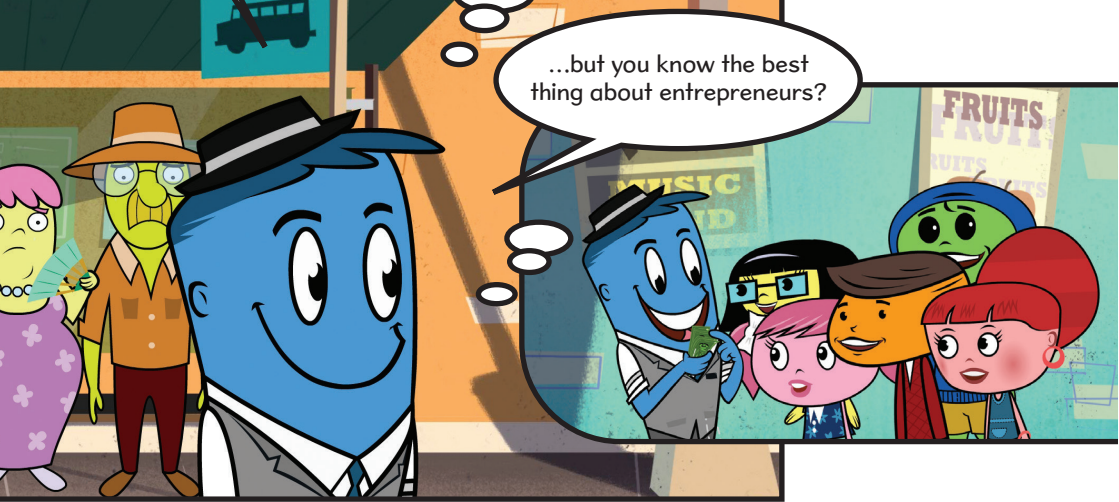
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and then you need to organise and think about how to make your idea work

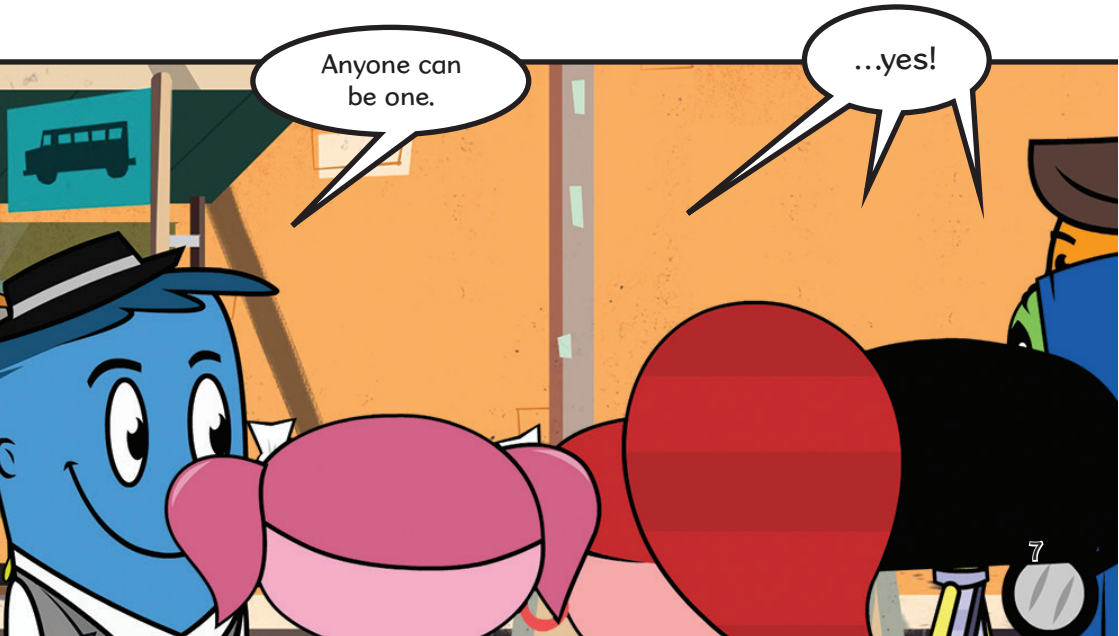


...but you know the best thing about entrepreneurs?




Anyone can be one.

...yes!




Later



So Justin says that selling cold drinks on a hot day is a good idea... is he being entrepreneurial?

Let me check with Prudence?



That's right. Justin is being an entrepreneur and we're all helping him ...but we could be entrepreneurs too, we just need a good idea.

**CHA-CHING**

Later, at the lemonade stand...

If you think about it, every company with employees, began with one simple idea...

so just look around and see what it is that people really want.

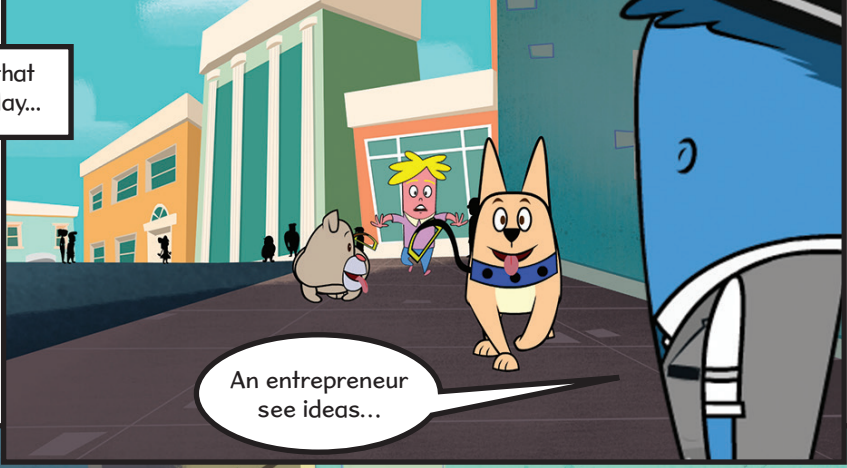
Justin's \$1 Lemonade

Would you like a cool drink?

Yes please!

Ok I get it!

Later that same day...



An entrepreneur see ideas...

around every corner -  
**STAND BACK!!!**

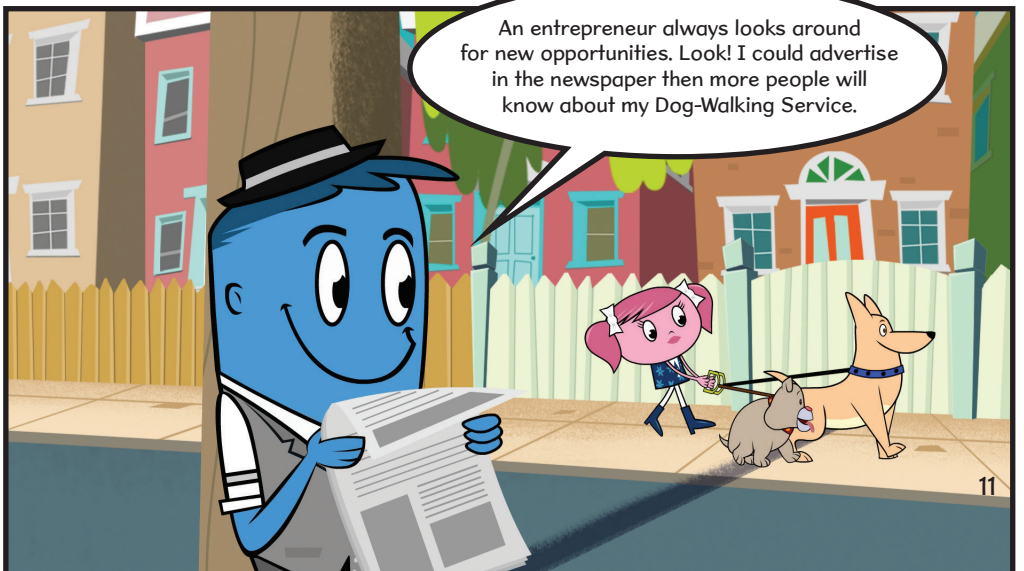


Ah--huh!



An entrepreneur turns people's 'wants' and 'needs' into new business ideas.





# CLASSIFIEDS

Later, at the printers...

No problem!

I'd like to place an advert please?

The next day,

Here's my advert. This is a good opportunity to help make my ideas grow and grow.

**JUSTIN'S DOG WALKING**  
🐾 ☎ -555 8360 🐾



**CALL NOW!**

But then

Woof!

Justin, now your Dog-Walking Service is so popular...I need help!



This looks simple enough...let me try.

Help is on it's way...



But...

Slow - down doggie...!!!



Woof!

Woof!

Whoops!

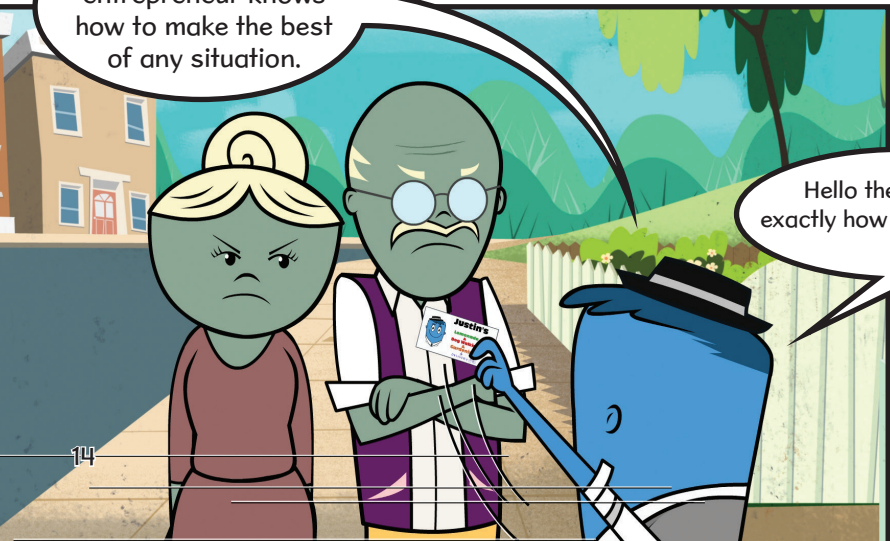


Excuse me! Is that your dog digging up my plants?



Justin! Do you have any good ideas now?

Yes I do Bobby! An entrepreneur knows how to make the best of any situation.



Hello there, I know exactly how I can help you.



A little later



Introducing Justin's Gardening Services.

An entrepreneur finds potential in the smallest things.



Thank you Justin.

My pleasure!

That night...



An entrepreneur usually works out a business plan and I'm no different.

A business plan helps me set out my business goals.

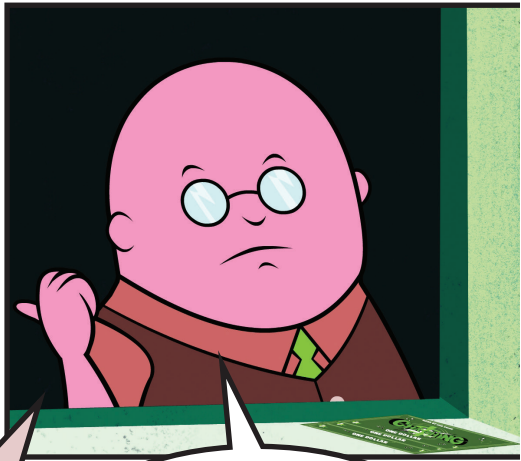


The next day...



CLASSIFIEDS

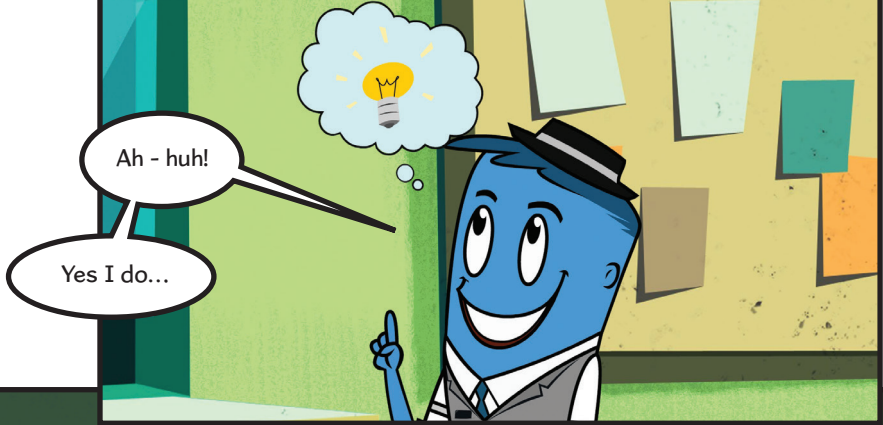
I need a new advert.



I'd like to help you but I'm afraid I can't. Not today. I've got all these deliveries to do and I need help.

Do you know anyone who does deliveries?





Ah - huh!

Yes I do...



I can do your deliveries!

Being an entrepreneur takes determination and drive...

I can see there's an opportunity here to add 'deliveries' to my business and I'm going to take - up that challenge.



Next...



My company is getting bigger and bigger...



I need to employ more people to help out.. and make a plan.



Back at Justin's headquarters, he's making an advert.

JUSTIN'S DELIVERIES

An entrepreneur always dreams big.

The advert is shown on TV.

So remember, whatever you need...

whether it's deliveries,

or gardening,



dog walking,



or even a drink of  
lemonade - Justin can help!



Finally...

Don't forget,  
anyone can be an  
entrepreneur...

He could be!

She could be!

We could be!

**ENTREPRENEUR**



...and you could be  
an entrepreneur too!



# The Entrepreneur Challenge

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## PRODUCT OR SERVICE

What is the **need** or **want** that you want to fulfill with your business?

What makes your product **unique** from other products or ideas?

What is the **story** of your company? Why do you want to create this business?

What is the **name** of your company?

## PLACE

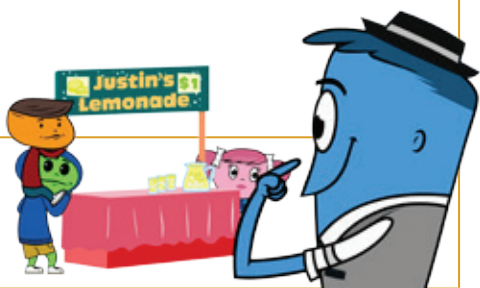
Who are the people (**customers**) who will buy your product or service? How old are they? Where do they live?

Where will your customers **shop** for this product or service?

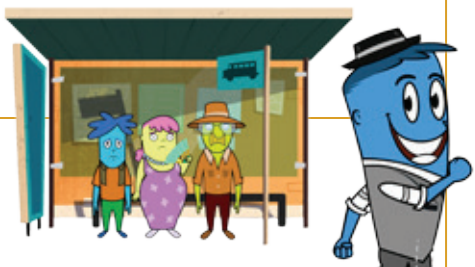
**Where** should you put your business? Why?



CHA-CHING



CHA-CHING



# The Entrepreneur Challenge

## PRICING

What **supplies** do you need to make this product or service?  
How much do the supplies cost? Do you need people to **help** you?

How much money do you need to **get the word out** about your business?

Are there any **other costs** needed to make this product or service?

If it costs us \$\_\_\_\_\_ to **manufacture** our product, where our other **expenses** amount to \$\_\_\_\_\_, and we want to make a **profit** of \$\_\_\_\_\_ per sale, the product should **cost** \$\_\_\_\_\_

## PROMOTION

What will you do to **let people know** that your product or service exists?

How many people will that promotion **reach**?

When people tell other people about your company what are the words you hope they will use to **describe your company**? Use these words in your promotions.

What are other ways for **people to find out and buy** from your business?

CHA-CHING



CHA-CHING



# CHA-CHING



[www.Cha-Ching.com](http://www.Cha-Ching.com)

In this booklet, Cha-Ching's bass player, Justin explains to his friends what an Entrepreneur is -- someone who has lots of ideas, a bit like him. Justin goes on to show his friends how he is able to understand people's wants and needs and, therefore, bring his ideas to life.

He can be, she can be, we can be, you can be an entrepreneur!