



Lemonade Capital

Investing in Next-Generation Entrepreneurs

The Lemonade Challenge

Entrepreneurship Week Canada

The Lemonade Challenge



Do you have an exciting new business idea?

Have the passion and drive to take your ideas to the next level?

Are you willing to step up?

Do you have a killer business idea and want to make it a reality? Do you have the passion and drive needed to succeed in the entrepreneurial world? Are you up for the challenge? If you've answered yes to these questions, then you don't want to miss out on this opportunity!

The Lemonade Challenge is a dynamic business plan competition for all high school students in the Windsor-Essex area. High school students in grades 9 through 12 are invited to submit business plans either individually or as a group and will have the chance to compete for an opportunity to work with Lemonade Capital in making their entrepreneurial dreams a reality. Lemonade Capital will be providing the winner(s) with business start-up consulting, mentoring, personal development resources, and potential funding to launch their new business.

What's in a Business Plan?

Your business plan must be at least 8 pages but no more than 12 pages, and should include:

- Description of your company and products/services
- Management structure
- Business operations
- Your market, industry, and customer (including market trends)
- Sales & Marketing
- Financial projections and plans

To receive more information regarding how to put your business plan together or for general inquiries, please email windsorchallenge@lemonadecapital.ca with your intent to participate – your name(s), grade(s), and school(s) information.

How to Apply

All Business Plans must be submitted by email to windsorchallenge@lemonadecapital.ca by October 24, 2008 at 11:59PM. The top ten finalists shall be selected and announced through various media outlets and our website by the week of November 3, 2008. The top three finalists shall be selected and announced by the week of November 10, 2008. The top three finalists will be given a week to develop their presentations for the Finale night, where they will be presenting their business in front of the judges to determine the ultimate winner.

Important dates to remember...

October 24, 2008 at 11:59PM
Week of November 3, 2008
Week of November 10, 2008
November 20, 2008

All Business Plan Submissions Due
Top 10 finalists announced
Top 3 finalists announced
The Lemonade Challenge Finale
(more information to follow)

Lemonade Capital will also be hosting an information session regarding **The Lemonade Challenge** – more details to come shortly.

For more information about **The Lemonade Challenge**, please visit:
www.lemonadecapital.ca/lemonadechallenge.html

This is your chance to pitch your idea – seize it!

What is Lemonade Capital

Lemonade Capital is a unique program designed to provide youth between the ages of 17 to 25 the financial and business resources needed to start and run or continue building successful businesses. We also provide valuable mentoring and personal development programs to Lemonade Capital Entrepreneurs to ensure that they are and remain on the right track to success.

Lemonade Capital is now seeking potential entrepreneurs ages 17 to 25 who are interested in wanted to start their own business or have been in business for less than two years.

Working with Youth Entrepreneurs

Lemonade Capital provides young entrepreneurs with significant resources including funding and a full consulting, mentoring, and personal development firm – it's a one-stop shop.

Lemonade Capital offers different funding structures including an equity stake or a small business loan. Aside from repayment flexibilities, entrepreneurs also have the ability to seek more funding as the business grows. Compared to many other small business funding programs, through Lemonade Capital entrepreneurs have the ability to receive funding while in school full-time or part-time.

Entrepreneurs also have the opportunity to build their network through our mentoring services – connecting with successful business people in their community or their industry. Apart from direct business consulting and providing funding, we also offer a variety of personal development courses to help entrepreneurs grow and manage their lives.

Our program offers the long-term potential of working together. As the entrepreneur's needs change, our tailored services for their business also change. Our consultants work closely together with the entrepreneur and their business to ensure they are on the right track. From the initial business plan development to day-to-day operational issues and developing marketing strategies to providing life coaching, our consultants are there to help.

About Lemonade Capital

Lemonade Capital is a privately owned mini-venture capital and business consulting firm based in Windsor, Ontario and now has satellite offices in Toronto and London, Ontario.

Lemonade Capital works with young entrepreneurs ages 17 to 25, providing them with the resources they need to be successful in today's economy. Lemonade Capital helps launch or build recently-launched businesses by providing funding, mentoring and a variety of businesses and personal development resources. Lemonade Capital also provides business consulting through the Consulting Services Team, catering to established small-to mid-sized businesses and entrepreneurs of all ages.

Management Profile

Prerna Chandak

Founder & Principal

As the founder of Lemonade Capital, Prerna is heavily involved in all aspects of the company's operations as the Principal consultant.

After seeing the struggles of many young entrepreneurs around her, Prerna founded Lemonade Capital at the age of 19, determined to provide exceptional resources and support to young entrepreneurs in Canada.

Prerna has worked with small business entrepreneurs from coast to coast, sharing with them her passion and determination for the world of business while providing fresh innovative strategies in the growth of their small business.

In 2008, Prerna was honoured as one of Chatelaine Magazine's 80 Amazing Women to Watch in Canada and in 2007, was a recipient of the National Top 20 Under 20 award. Prerna has been featured in a number of national and local media outlets. As a featured speaker at several events, Prerna has shared her passion and views on youth entrepreneurship in Canada.

