



CITRUS SATURDAY

EXTRAS BOOK



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Citrus Saturday is a project in the Open Innovation initiative part-funded by the European Union's Interreg 4b NWE programme. The Citrus Saturday programme was developed by UCL.



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This book is for Citrus Saturday Organisers looking for ways to focus Citrus Saturday activities on specific learning outcomes. You'll find tips and suggestions for your teaching workshops on topics including life skills, social media, marketing and networking.

Life Skills & Building Character

Citrus Saturday improves the life skills of young people by giving them a real-world experience unlike anything else that they learn at school. Here are some tips on how to focus your workshops on life skills.

Activity I

Confidence: How to speak to customers

Learning to interact with a wide variety of people is a vital life skill that will help any young person to flourish in their future work.

To build confidence, focus your workshop on making conversation. In pairs, team members should take turns to role-play as seller and customer. Participants should consider the different kinds of people who might be interested in buying their product, and how they you are going to guarantee a sale. *How old is the customer? Are they alone or with others? Are they parents or children? What language do they speak?* Alternatively, you might prepare a short presentation about manners, etiquette and professional comportment.

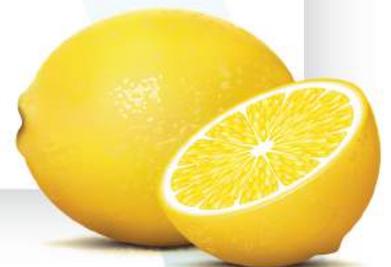
Activity II

Creativity: How to use creative initiative

Budding entrepreneurs use their creativity to imagine new ways to solve problems.

To encourage participants to use their creative faculties, prepare a worksheet with mismatching brand logos and brand names and ask your team/s to match them up and rank them based on how well they think the

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logo and name go together. Participants can then work together in their teams to create 3 distinct ideas for the branding of their new lemonade business. What will be their unique selling point (USP) and how will it make them a bigger profit? Each individual must negotiate between their own ideas and the ideas of the other team members to decide on their final brand.

Teams should use posters, pens and paint as well as creative software to turn their ideas into full designs. Finally, you must get them to think about how will they react to market competition. If they find themselves at a site with low footfall and poor weather next to another business selling fresh drinks, how will they solve this problem? What creative ingenuity will make their business survive whilst others fail? Get your team/s to identify five examples of entrepreneurs who have found creative solutions to maximise their profits.

Activity III

Adaptation: How to compromise and adapt to changing circumstances
If entrepreneurs are not realistic and cannot change with the times, they will fall behind their rivals or go out of business altogether. Participants must learn to identify unfavourable conditions when they appear and adapt accordingly.

Start by placing a large variety of exciting ingredients at the front of the class: different types of fruit, water, spices and snacks that they might sell on their Citrus Saturday stand. Ask your team/s to make three different drinks using the ingredients on offer, then challenge them: how would you cope if only one ingredient was available? How would you cope if you run out of lemons, sugar or water? What will you do if your recipe is unpopular? Ask them to take the remaining ingredients and create something that they can sell – in school or in public – that same afternoon. Award a prize to the team who identify the most creative response.

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Activity IV

Teamwork: How to co-operate with others

Finding your strengths is a vital skill, but so is appreciating the strengths of others.

Ask your team/s to create and present a business concept to Dragon's Den within twenty minutes. You are the Dragon. After their presentation is finished, ask each member of the team to identify the skills that each of their team members brought to the activity.

Activity V

Opportunism: How to take advantage of your circumstances

It's important in business to recognise when luck is on your side and to make the most of it.

A customer has requested 100 lemonades for a group of families who are in the area for a fixed price, but they've made the same offer to a similar vendor nearby. How will the team react? For homework, ask your team/s to create a video exploring this idea and upload it to YouTube.

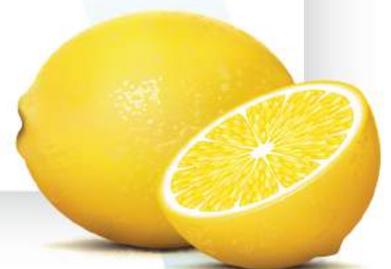
Activity VI

Morale: How to motivate yourself and others

Entrepreneurs need to learn that they are responsible for everything that they do, and that setbacks are a fact of business and of life.

Ask your participants to interview each other on video about their aspirations for the business. What are they aiming for? What will they spend the money that they earn on? What does success look like to them? Upload the videos to YouTube and award a prize for the most thought-provoking video.

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Scenarios

Why not make your Citrus Saturday activities really creative and set your teams the following challenges and conditions to test their entrepreneurial abilities to the limit?

Scenario I: Race against the clock

You have 90 minutes to sell £100 worth of lemonade.

Scenario II: Crisis!

Some of your fruit hasn't arrived and your recipe depended on it. What will you do to make sure you still come away with a profit?

Scenario III: Where are our customers?

The weather conditions mean that your location will not have as high a footfall as predicted, and you have to move your pitch at short notice. What will you do to make sure you reach your targets?

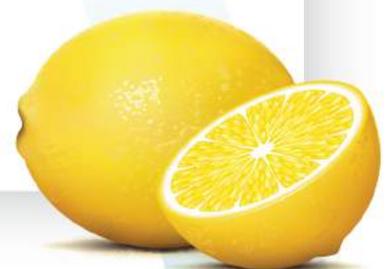
Scenario IV: Overload!

Your footfall is much higher than expected and customer demand is outpacing your ability to create enough product. How will you manage to satisfy your customers with distractions and bonus offers while you create enough product to sell? What discounts will you offer?

Scenario V: Competition & Quick-Thinking!

You are facing stiff competition from other food and drink vendors nearby, and you are losing customers! What will you do to attract attention back to your lemonade business?

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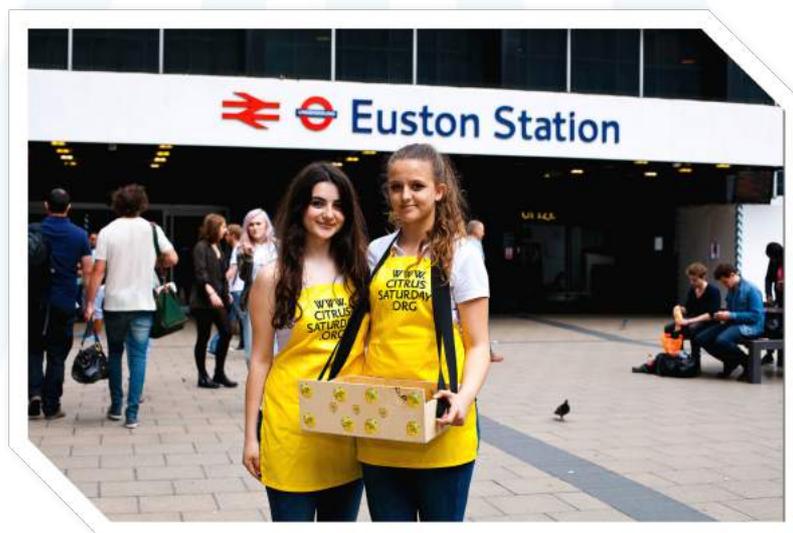
Social Media

Social media is vital for entrepreneurs starting their businesses today. This is because it is an effective and cost-free way to get the word out about their new companies. It's also a great way for your organisation to showcase your Citrus Saturday activities!

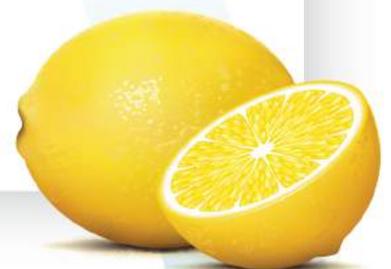
Remember: use the hashtag [#CitrusSaturday](#) or the handle [@CitrusSaturday](#) to let us know what you're doing!

During your Citrus Saturday activities, it might be worth designating responsibility for social media to one individual. If they aren't busy selling or making drinks, encourage the other participants to add status updates and upload content on their personal accounts as well. It all helps get the word out!

Over the next few pages you'll find some tips on how to use some of the most popular social networking sites and apps.



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Facebook

Before selling to the public, each team should create a Facebook page for their business. That way, they can all add stuff to the same page rather than simply to each of their own accounts. The simplest way to do this is to go here: facebook.com/pages/create

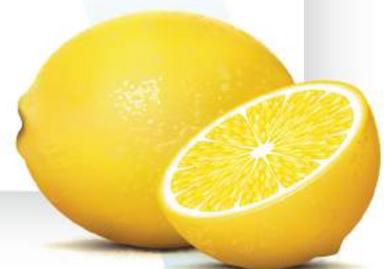
If participants know where their stand is going to be situated they can select 'Local business or place' and fill out the information. This requires a telephone number, so it is advisable to use the telephone number of your organisation rather than the personal mobile numbers of your participants. If they don't know where their pitch is going to be - or if you don't want to enter a telephone number - then select 'Brand' or 'Company, organisation or institution'.

To give everyone access to the page click 'Edit Page' on the top of the page and select 'Admin Roles', then add the personal accounts of each team member. Now they can work together to fill out the page and invite their friends to spread the word.

If participants download the 'Facebook Pages' app on their phone or tablet they can add stuff on the move. You can then use these devices to take and add pictures. The Facebook page is a good place to add pictures of the team's banners, posters, drinks and stands, even just sketches of their plans. You could run a competition based on which team has the most attractive, up-to-date or professional business page!

If they 'Like' our page at facebook.com/CitrusSaturday (or just search 'Citrus Saturday') they can then add pictures to our wall as well. That way we can help by getting word out on our main page.

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Twitter

If your participants want to set up a Twitter feed here is how to do it. First go here:

twitter.com or download the 'Twitter' app to your Internet enabled device from Google Play or the Apple App Store. They will just need an email address to get started.

Twitter can also be used with SMS texts. For more information go here: support.twitter.com/articles/14014-twitter-via-sms-faqs

If they follow us, or tweet containing @CitrusSaturday we will try to retweet their messages on our main feed.

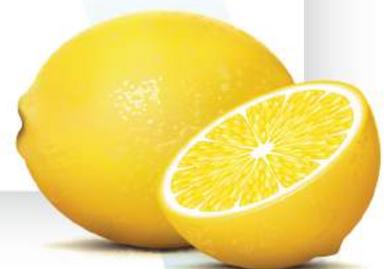
Our top tip is to take lots of pictures (maybe using Instagram if they are already using it, steps below if not) to keep their followers up to date with their progress and tweet messages that friends and relatives can retweet to their followers.

Remember if the tweet begins with @Somebody with nothing in front, only *that* person will see it. Followers won't see this in their feed. Use a full stop if you want followers to see. You can use @Somebody to message friends and celebrities without bothering their followers though.

Our Citrus Saturday Twitter Feed can be found here: twitter.com/citrussaturday

If participants want to link their Twitter to their Facebook this can be done by going to the 'Settings' (click the cog in the top left corner of the desktop website for a dropdown) then selecting 'Profile', 'Facebook' is at the bottom.

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Instagram

Instagram is a very popular way of sharing photos and videos. It's easy to set up; if participants want to create an account, just download the app and follow a few steps. Go into the settings to link it with a Facebook and Twitter account. This will make sharing pictures easier.

If participants already have accounts, it's possible to have multiple accounts on the same device. Participants can then maintain a business account alongside their own.

On an iPhone or iPad you can use an app called Fotogram. Search for 'Fotogram' in the App Store or go here:

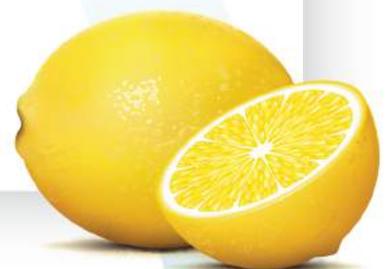
<http://goo.gl/585Nva>

On Android, with the latest update of Jellybean, you can set up multiple Android accounts that will allow you have two different accounts on the same phone. To do this with Android 4.2 installed, go to 'Settings' and select 'Users' from the Interface column. Click on the 'ADD USER' button to create a new account. To switch between accounts, turn the screen off with a press of the power button, and then wake the device with another press of the power button. Again participants are encouraged to message with @CitrusSaturday and even tag 'CitrusSaturday' in photos. Then we have a chance to re-share their best pictures!

Look at our Instagram page for some more ideas:

instagram.com/citrusaturday

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Tumblr

Tumblr is a very quick way to create a blog. It is very simple and allows participants to add pictures, videos and text, which can help them share their work and write about their experience.

If you want your participants to digitally record their progress this is a simple, free and attractive way to do it.

Our Citrus Saturday Tumblr page is here:

<http://citrusaturday.tumblr.com>

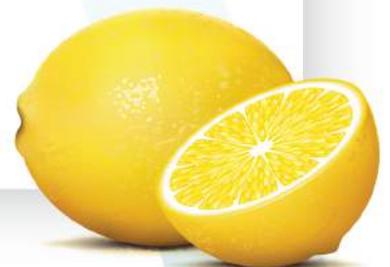


YouTube

YouTube is a very popular social media site. Even with the basic cameras found on smartphones and tablets, enthusiastic participants can make videos showing their progress or even little adverts. Again these resulting videos can then of course be spread through other social media outlets.

Our YouTube channel is here: [youtube.com/CitrusSaturday](https://www.youtube.com/CitrusSaturday)

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Vine

Vine is a social media service that allows participants to create short 6 second looping videos to post on to Twitter and Facebook. Just press the screen to record. They are a really good way to capture atmosphere. You can even create short animations by tapping the screen. The resulting videos can then be tweeted.

Their short length really allows for some great creativity. A potentially fun activity is to give everyone 10 minutes to record a 6 second pitch or advert. These videos can then be shared on Twitter and Facebook. Use #CitrusSaturday to find us.

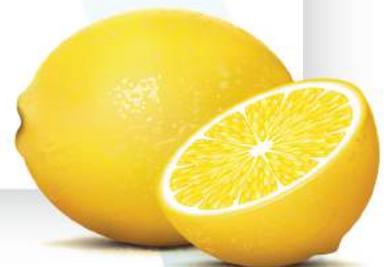


Pinterest

Pinterest is useful for gathering images if your teams are looking for branding ideas. You can create boards of images to give you inspiration, or simply post the pictures from your activities as you go along.

We have our Citrus Saturday Pinterest Board here:
[pinterest.com/citrusaturday](https://www.pinterest.com/citrusaturday)

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Networking

'It's not what you know, it's who you know'

Networking is a skill that business people cultivate to make sure that they get the very best out of their links and contacts within and around the industries and sectors that they are most interested in.

Do you use Facebook, Twitter, or other social media? This is described as 'social networking' – managing contacts and friends for the purpose of sharing things with each other. Networking in the business world isn't so different – indeed, they even have their own social media website – LinkedIn.

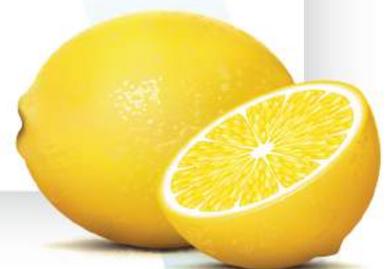
If you haven't heard of LinkedIn, it functions as a kind of online CV, listing all your achievements and places of work, and allows you to interact with all of your business contacts.

Networking means talking to people and noting down their contact details, advertising yourself and your company at events, and sharing ideas for potential collaborations in the future. You could say it was based on the premise, 'It's not what you know, it's who you know'.

Why do people network?

Networking offers entrepreneurs the chance to build new business relationships and discover opportunities for new projects to collaborate on, invest in, or support. It is usually conducted within a local or regional business community, or online, using services such as Skype and LinkedIn, which are useful in that they can facilitate long-distance networking. Most companies do both face-to-face networking by attending exclusive and open events and online networking.

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Activity I

Set up a networking event for your team/s and invite local businesses to come along. Get your team/s to network with them over lunch, asking for support, advice and sponsorship.

Activity II

Get your team/s to create their own business cards listing the details of their Citrus Saturday activities, before distributing them across your school, youth organisation or local community.

Competitions

We all know that nothing excites young people like a bit of competition! However, Citrus Saturday is not a competition because the aim is to learn about and start a business that creates a profit. If a business makes a profit, it has already 'won'. If participants make money, then they are all winners!

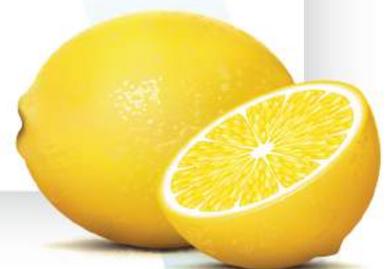
Even if they didn't they will have learned and achieved a great deal. Here are some ideas to increase the competitiveness of your team/s and enable young people with different skills and talents to have the opportunity to succeed.

Planning

Most Inventive Business Name

Lots of teams really struggle with this task. Many professionals do too! Help them out by suggesting they use rhyme or alliteration, or encourage them to think of a name that conveys what their particular focus will be. Can they make it catchy? Does it give a clear idea about what is being sold?

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Most Innovative Unique Selling Point

It often helps to have a distinctive aspect that helps differentiate your business from your competitors. Are your team/s using a unique ingredient or marketing to a specific person or lifestyle?

Most Effective Business Plan

If you get your participants to fill out their business plan in the Citrus Saturday Workbook or maybe even attempt to create a business model canvas (www.businessmodelgeneration.com/canvas), then you can judge who has best assessed the prospects for their business.

Operations

Creative Marketing Award

Some learners really take to marketing. Have any of them planned a schedule of posts to put on social media or thought about where to distribute their posters? Have they made a detailed action plan of when and where their marketing efforts will occur? Have they created a logo and poster for their business? What about YouTube videos or Instagram albums?

Market Research Award

Has a team shown evidence of researching their chosen market or target consumer? If a team has, maybe look to see if their research influenced their business or marketing plans.

Social Media Campaign Award

Which team tried to engage in social media the best? Did they update their pages regularly? Did their social media campaign match up with their offline campaign and stall? Did any of them manage to garner a lot of attention online and gain followers? Importantly, did those followers then come and buy lemonade?

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Financial Efficiency Award

Did any team manage to accurately forecast their budgets and cash flows? Who was closest? Did one team regularly update their sales figures even whilst on the market?

Outcomes

Highest Total Number of Sales

Due to pricing and costs, one team may make less money despite actually making more sales. This is an exciting achievement that may be due to their sales skills - or effective marketing.

Best Quality Product

Whilst selling, was one team making a consistently higher quality product?

Best Product Range

Did any teams make several products? Which team had the best overall group of products? Was there a theme that combined them?

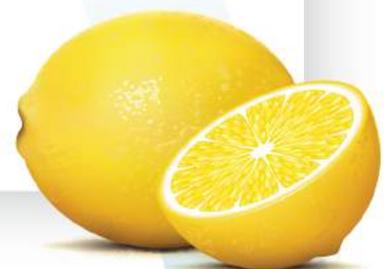
Most Creative Flavour

Has one of your teams experimented with several recipes to make something really unique? Was it new and tasty? We have seen lots of creative recipes but there's always new ways to make lemonade.

Most Attractive Citrus Saturday Stand

The opportunity to build their stand I can bring out some exciting ideas from your participants. Have your participants thought about using their stands to convey their 'brand' or 'USP' successfully? Is it well built and being kept clean? Has anyone really gone to town with decorations?

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People

Most Effective Team Leader

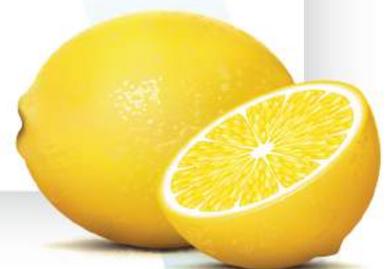
You can judge this person not only their ability to communicate with their team, but also by the ability to lead, make decisions and independently solve problems. Did a team leader have the ability to motivate others, delegate tasks or handle a 'crisis' really well?

Hardest Working Team Member

This should be easy enough to judge. Has one of your participants stood out by value of sheer effort over the course of your Citrus Saturday event?



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Financial Planning

Budgeting for a Citrus Saturday activity is simple. The minimum materials are required for your lemonade business: a pitch and a table to sell from, kitchen equipment (borrowed from friends and family, just like any start-up would!) fruit, sugar and water - and the Activities Kit you will have received from us. If you have several teams and are planning an auction for them to haggle over the best locations, then determine at what rate to start the bidding at for each pitch from its value, which of course depends on how much profit the lemonade businesses predict they could make in that location.

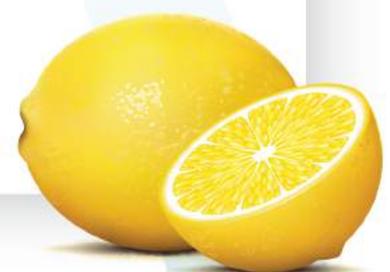
During your workshops, your participants will think about their costs and predict their profits by creating a budget in their Citrus Saturday Workbook. Generally, a lemonade business will make a profit from day one, as the ingredients are cheap and the sale price relatively high (it's a fresh handmade product after all!)

Young people love to experiment with different recipes – this ideation process is to be encouraged! During this process they should also look at their costs – this will tell them if their business is viable!

Below is an outline of the cost of sales (expenditure) and return (mark-up) for a Citrus Saturday activity using the traditional lemonade recipe:

100 lemons at 19p each	£19
1kg sugar at £1 each	£2
4kg ice at £1 per 2kg	£2
100 plastic cups	£3
20 litres of water	£4
Total	£30

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This makes about twenty litres of lemonade, which, when sold for £1 per 200ml cup generates £100 of income, so:

100 cups at £1 each	£100
Cost of consumables	£30
Cost of market stall	£10
Profit	£60

Five participants would therefore earn £12 each for their hard work! You can scale these numbers according to your ambitions for your activities.

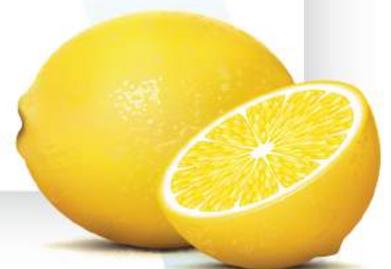
Remember to use the Citrus Saturday Workbook to estimate the costs for fruit and materials. This is a key activity that will help the participants to understand the compromises and improvisations that entrepreneurs make all the time.

For example, one team might want to have a very extravagant recipe, but the likely footfall from their pitch (as well as its cost) might not allow for their business to be financially viable.

Of course, teams may be able to creatively cater for this by providing their own materials and/or fruit supplies without spending any of their budget! This kind of entrepreneurial thinking is to be encouraged throughout Citrus Saturday.

Focusing your workshops on financial planning might also be an opportunity to fit your Citrus Saturday activities around teaching sessions on accounting, management, maths and IT.

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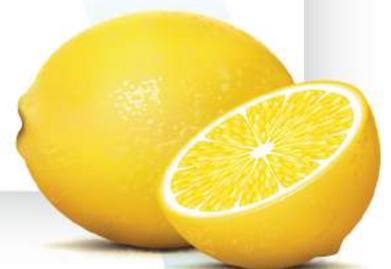


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Tips & Suggestions

- If you have more than one location available for multiple lemonade businesses, it may be a good idea to hold an auction for each location. This gives your teams the opportunity to test their capacity for risk-taking and prediction as prices for popular locations increase.
- Your participants could learn a lot from approaching market managers, local business owners or the local authority and negotiating with them for sponsorship and support. Your team/s could go on site visits to assess footfall and the relative value of different pitches.
- Remember: youth is an advantage! The public are often more than willing to part with their money when they see young people learning and earning at the same time.
- Additional extras for your basic lemonade product might be aesthetic (adding a cocktail umbrella perhaps?) or gastronomic: adding different fruits and flavours to help create a unique brand identity. Additions might include: Various Fruits, Mint, Cinnamon, Ginger, Cucumber.
- At the end of your activity, you might have a surplus of goods, so it will be necessary to treat them as products in themselves. Check with local shops and ask if they want to buy your leftover stock at a knock down price. You could even sell the fruit to the public at a discount!

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