

BUSINESS BLUES

BY

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## **OVERVIEW**

As discussed, submitting this as a comic as per your suggested formatting.

Short summary: Basically Samuel, the main character, is asking his father for an opinion on running a lemonade stand, and then we use this as an analogy to explain the details of entrepreneurship.

ART: Would work best if drawn in a Calvin-and-Hobbes style to keep the young readers' interest.

**PAGE ONE**

**Panel 1:**

Samuel's father is sitting in an armchair, reading the newspaper. There is a coffee table in front of him.

No Dialogue.

**Panel 2:**

Same scene. Except now Samuel has appeared and is asking his father a question. The father is raising his head from the paper to look at him.

SAMUEL:

Dad, what's an Antropner?

DAD:

You mean an Entrepreneur?

SAMUEL:

Isn't that what I said?

**Panel 3:**

Samuel and Dad, having a conversation.

DAD:

See, son, an entrepreneur is someone who runs a business.

SAMUEL:

What kind of business?

DAD:

Any business.

SAMUEL:

So if I run a lemonade stand, will I be an Antropner?

**PAGE TWO**

**Panel 1:**

Same scene. Dad smiles as he replies. Samuel looks happy.

DAD:

Sure!

SAMUEL:

Cool! What do I need to do?

**Panel 2:**

Dad, amused but understanding that his son is showing business interest, has folded up the newspaper and is talking to Samuel. Samuel is climbing on to the coffee table cutely.

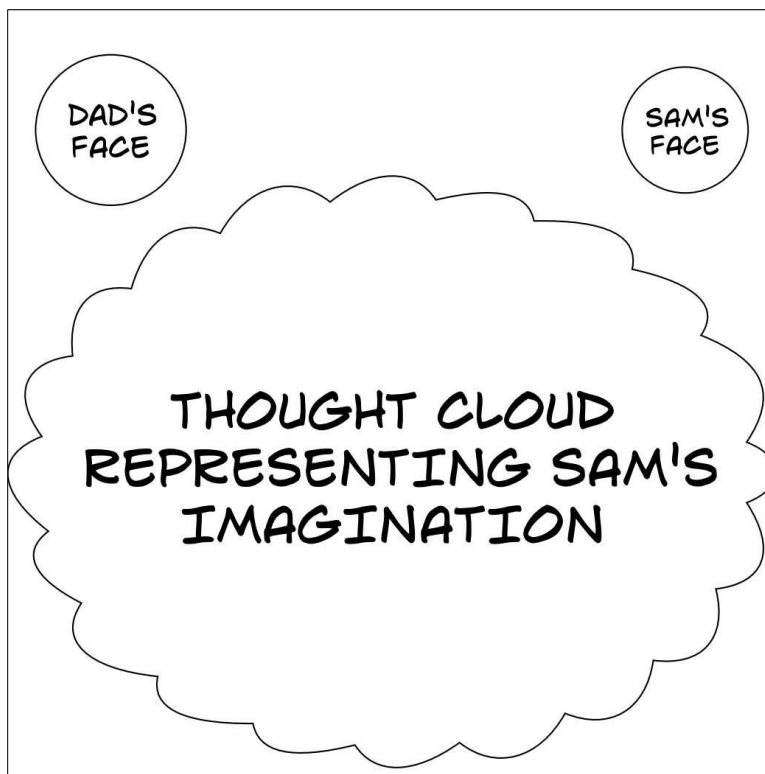
DAD:

All right, why don't you sit down and let's talk about this.

**NOTE:**

From here on out all panels should follow the same format: Most of the panel should be occupied by a big THOUGHT CLOUD, which will represent Samuel's imagination; inside the cloud will be a scene as he pictures what his father is telling him.

ABOVE the cloud, on the LEFT side, should be Samuel's FATHER's face; and on the RIGHT side should be Samuel's face. This represents the two of them in the real world as they discuss things.



**Panel 3:**

INSIDE THE THOUGHT CLOUD:

A generic lemonade stand.

ABOVE THE THOUGHT CLOUD:

Dad and Samuel looking at each other.

DAD:

See, every business begins with an idea: Something to sell, some service to offer...

SAMUEL:

Lemonade Stand!

DAD:

Sure, let's go with that.

### PAGE THREE

#### Panel 1:

INSIDE THE THOUGHT CLOUD:

Showing the following things: A few LEMONS, a JAR labelled SUGAR, a bottle of WATER, a PLASTIC CUP, a TABLE, a CHAIR, and a full ICE CUBE TRAY. There should be a PLUS SIGN (+) between all the items.

ABOVE THE THOUGHT CLOUD:

Again, Dad's face on the top left above the cloud and Samuel on the top right above the thought cloud. Sam looks excited.

DAD:

Well, first thing you'd have to do is plan out everything you'd need to create and sell the thing that you want to interest people in.

DAD (CONT'D):

In this case, you'd need lemons, sugar and water to make the lemonade, cups to pour it into, and a table and chair for the stand, to sell it from.

SAMUEL:

And ice!

DAD:

Of course.

#### Panel 2:

INSIDE THE THOUGHT CLOUD:

It shows Dad handing Samuel some cash.

ABOVE THE THOUGHT CLOUD:

Again, Dad at the top left, Sam top right. Sam's face looks a bit thoughtful, Dad's face is looking in the direction of Sam's face reassuringly.

SAMUEL:

But we don't have any lemons in the house...

DAD:

So, you buy some.

SAMUEL:

Oooh, can I have some money to buy lemons for my lemonade stand?

DAD:

Of course you can! You know what that makes me?

**Panel 3:**

INSIDE THE THOUGHT CLOUD:

Dad and Samuel are sitting at a CONFERENCE TABLE in a very business-like office.

ABOVE THE THOUGHT CLOUD:

Dad and Sam's faces are LOOKING DOWN on the conference table scene.

DAD:

That makes me an investor in your business!

SAMUEL:

Cool! Can we have important board meetings and stuff?

DAD:

We're having one right now! We're discussing the Starting Capital of your business, which is the money you use to get it up and running.

## PAGE FOUR

### Panel 1:

INSIDE THE THOUGHT CLOUD:

Samuel is at a kitchen table, making lemonade.

ABOVE THE THOUGHT CLOUD:

Samuel is smiling happily.

DAD:

The next step is to build your product... you make the lemonade!

SAMUEL:

I can do that!

DAD:

While you're doing that, you should also work on what makes your product unique: what could you do to make sure that people buy your lemonade and not anyone else's?

### Panel 2:

INSIDE THE THOUGHT CLOUD:

Similar to the earlier Lemonade Stand requirements, now we show one GINGER ROOT, a JAR saying HONEY, some MINT LEAVES, and a PINEAPPLE.

ABOVE THE THOUGHT CLOUD:

Samuel is licking his lips; Dad smiles.

SAMUEL:

Grandma puts ginger paste in lemonade! I like that!

DAD:

I like it, too. Let's use that. Let's use other versions of lemonade too: we can have lemonade with a spot of honey, a little mint...

SAMUEL:

Pineapple Syrup!

DAD:

Sure. When a customer asks, we add the flavor that they want. This part, whatever you use to make your lemonade special, is called the Ultimate Selling Point (USP) of your product. Once you're done making it, you're ready to sell!



**Panel 3:**

INSIDE THE THOUGHT CLOUD:

Samuel is sitting at a Lemonade stand with the described product.

ABOVE THE THOUGHT CLOUD:

Samuel's face above the cloud is looking a bit sad, but Dad is cheering him up.

SAMUEL:

Wait, what happens if I'm at my lemonade stand and no one shows up to buy it?

DAD:

That could happen...

**Panel 4:**

INSIDE THE THOUGHT CLOUD:

The thought-cloud shows a sign saying ICE COLD LEMONADE AVAILABLE HERE! Under it in smaller font, is: WITH GINGER, HONEY, PINEAPPLE and MINT FALVORS! With an image of a cup of iced lemonade.

ABOVE THE THOUGHT CLOUD:

Dad and Samuel's face above. Sam is excited again.

DAD:

So we pick a good location and make sure that everyone knows there's a lemonade stand there that sells four different flavors of lemonade.

SAMUEL:

Advertising!

DAD:

Exactly. Promoting and Marketing your product is important. When doing that, make sure to let people know what your USP is, to get them interested.

**PAGE FIVE**

**Panel 1:**

INSIDE THE THOUGHT CLOUD:

Samuel is sitting at a desk, looking at a paper and chewing the end of his pencil thoughtfully.  
Show some numbers and arithmetic floating around Samuel to show that he's doing calculations.

ABOVE THE THOUGHT CLOUD:

Dad and Samuel are looking down at thought-cloud Samuel.

DAD:

It's also important, before you start selling, to write down how much we spent on each thing.

DAD (DON'T'D):

How much for the lemons, sugar, ginger, honey, mint, pineapple syrup, how much we spent in printing out the signs and flyers to get people attention -

SAMUEL:

Marketing cost!

DAD:

Exactly. That way we'll know how much to sell our lemonade for, and after we're done selling, we'll know exactly how much we spent and how much we made, see?

DAD (CONT'D):

These are your financial records. They'll come in handy to calculate the profit and revenue after expenses.

**Panel 2:**

INSIDE THE THOUGHT CLOUD:

An ICE BOX, a BUCKET of WATER, and PAPER CUPS.

ABOVE THE THOUGHT CLOUD:

In the faces above, Samuel is asking a question and Dad looks proud.

DAD:

And now we're almost ready to start selling lemonade!

SAMUEL:

Almost?

DAD:

Before launching your product, make sure that you have everything you need to run it:

DAD (CONT'D)

An ice box to keep the ice cubes cool, paper cups for the lemonade -

SAMUEL:

Why not use normal cups and wash them properly?

DAD:

We absolutely can. Look at that, you just reduced the maintenance cost of our lemonade stand! And it's better for the environment! Good job!

**Panel 3:**

INSIDE THE THOUGHT CLOUD:

Show a paper with some writing on it with the title PERMIT written on top.

ABOVE THE THOUGHT CLOUD:

Dad talking to Sam.

DAD:

You also need to make sure you have permission to be at the location that you're using, and that it's okay to sell lemonade there. Some places might ask you to pay a small fee to set up there, even for a lemonade stand.

DAD (CONT'D):

Once you have the proper permits, we're good to go!

**PAGE SIX**

**Panel 1:**

INSIDE THE THOUGHT CLOUD:

Samuel is selling lemonade to a couple of people from his stand.

ABOVE THE THOUGHT CLOUD:

In the faces above the cloud, Samuel and Dad are looking down on the sales.

SAMUEL:

And now I can sell the lemonade, and make money!

**Panel 2:**

INSIDE THE THOUGHT CLOUD:

Show two random customers who are talking.

ABOVE THE THOUGHT CLOUD:

In the faces above the cloud, Dad and Sam are looking at the customers.

CUSTOMER #1:

I like the Pineapple.

CUSTOMER #2:

Do you have lemon soda?

DAD:

While selling, it's important to listen to your customers. Maybe some of your flavors are selling better than others? Maybe a lot of people buy the pineapple but not too many buy the mint. Maybe a lot of customers are asking if you have lemon soda.

DAD (CONT'D):

Listening to customer feedback will let us change our product accordingly so that our customers keep coming back, and tell all their friends!

**Panel 3:**

INSIDE THE THOUGHT CLOUD:

Samuel is counting cash.

ABOVE THE THOUGHT CLOUD:

Sam's face looks thoughtful, but Dad is smiling.

DAD:

Once the day is done, we count our money!

SAMUEL:

What if we end up losing money? Or not enough profit?

DAD:

Then we find out what went wrong. Maybe we didn't charge enough per glass of lemonade to cover the costs of production, marketing and rent.

SAMUEL:

So tomorrow, we charge more.

DAD:

Exactly. We increase unit cost to cover expenses.

DAD (CONT'D):

Maybe we had too much lemonade left over. So tomorrow we make less. Adjust our production volume to balance supply and demand.

**PAGE SEVEN**

**Panel 1:**

We are now back in the room, with Samuel sitting on the coffee table and Dad in the chair with one leg over another.

DAD:

The important thing is to keep learning from our experience and changing to meet the demands of the customers.

SAMUEL:

That's it?

DAD:

That's all the basics! You're an entrepreneur!

**Panel 2:**

Samuel is running off-panel, and Dad is smiling after him.

DAD:

I'm gonna go make a Lemonade Stand!

- END -