Mini CEOs
ONE80 ACADEMY

LESSON 2

Ages 8 to 12 · 25 minutes

Cost, price, profit

Every business runs on **three numbers. Cost** is what you spend to make one thing. **Price** is what somebody pays you for it. **Profit** is what is left over. Most people only think about price, which is how businesses quietly lose money.

WHAT ONE COSTS ME

$_____

WHAT I CHARGE

$_____

PROFIT ON ONE

$_____

1 Work it out: a lemonade stand

Add up what you spent, then divide by how many cups you can make. That is the cost of one cup.

What I had to buy	What it cost	How many cups it makes

2 The question most people get wrong

If one cup costs 40 cents and you sell it for 50 cents, you make 10 cents. How many cups to make ten dollars? Write the number, then how long that would take you.

3 Now try 75 cents a cup

What changed? Was anybody upset?

Mini CEO tip: profit is not what you charge. Profit is what you keep.