

BUSINESS BLUES

BY

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OVERVIEW

Written for a client who wanted to create a children's book "Encouraging entrepreneurship and business thinking among children". It was supposed to be a prose book but I suggested doing it as a comic would work better considering the target demographic. It's basically a story about a father giving his son advice on how to run a lemonade stand, explaining some of the basic concepts of business management along the way. I also adjusted the script format a bit since the client was not used to reading comic scripts.

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.

Panel 3:

A THOUGHT CLOUD takes up most of the space in the panel, showing a lemonade stand. Dad's face in on the TOP LEFT and Samuel's face is on the TOP RIGHT, ABOVE the thought cloud. This is Samuel's IMAGINATION as Dad explains things.

DAD:

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

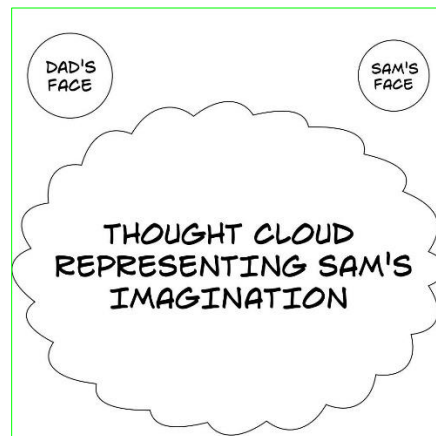
SAMUEL:

Lemonade Stand!

DAD:

Okay, let's go with that.

NOTE: From here on out, follow this format for every panel until the discussion sequence ends.



PAGE THREE

Panel 1:

Another thought-cloud, this time containing 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. 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:

The thought-cloud shows Dad handing Samuel some cash. Above the thought-cloud 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:

The thought-cloud now shows Dad and Samuel sitting in a CONFERENCE TABLE in a very business-like office. Above the cloud, Dad and Sam are looking down at the imaginary scene.

DAD:

That makes me an investor in your business!

SAMUEL:

Cool! Can we have important board meetings and stuff?

DAD:

Sure! 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:

The thought cloud now shows Samuel at a kitchen table, making lemonade. Dad and Samuel's faces above the cloud are looking at each other.

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:

The thought cloud now shows one GINGER ROOT, a JAR saying HONEY, some MINT LEAVES, and a PINEAPPLE. Dad and Samuel's faces above are excited again.

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:

In the thought cloud, Samuel is sitting at a Lemonade Stand with the described product. In the faces above the cloud, Samuel's face is looking a bit sad. 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:

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

Thought-cloud shows Samuel in front of 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. Dad and Samuel's faces above are looking down on the 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:

In the thought-cloud there is an ICE BOX, a BUCKET of WATER, and PAPER CUPS. 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:

In the thought cloud is a paper with some writing on it with the title PERMIT written on top.

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:

In the thought-cloud, Samuel is selling lemonade to a couple of people from his stand. In the faces above the cloud, Samuel and Dad are looking down on the sales.

SAMUEL:

I can sell the lemonade, and make money!

Panel 2:

In the thought cloud are two customers who are talking. 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:

In the thought-cloud, Samuel is counting cash. Sam's face above the cloud looks thoughtful, 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 production as per supply and demand.

PAGE SEVEN

Panel 1:

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 going to go make a Lemonade Stand!

- END -