How Lemonade made me an Entrepreneur!

Citrus Saturday is a programme developed by UCL Advances to help younger people learn about and experience starting up a business. The programme template can be used by any organisation to run a Citrus Saturday event and provides everything needed to run the workshops to teach teenagers basic business skills, learn about entrepreneurship and plan their business. They then get the chance, along with hundreds of other young people, to create and run their own business for a day making and selling lemonade to the public – on Citrus Saturday. The young people get to keep the profits they make, ensuring they learn real business principles, while having fun and gaining new skills and confidence.

Josh, now 16, is currently studying for his GCSEs at William Ellis School. Born in Islington, he lives with his mum in Camden. His favourite subject is science, and he’d like to study medicine when he finishes school. His hobbies are sports – specifically rock climbing and weight lifting – and he is working towards his Duke of Edinburgh’s (DofE) Award. Josh has taken part in Citrus Saturday twice and is now planning on becoming a volunteer. Here’s his story:

“When our teacher first told us about Citrus Saturday, I was curious to try it out. I hadn’t had the opportunity to do anything like this before. My parents were really interested in the concept and happy for me to get some business experience. There wasn’t much for them to do, just sign the approval form, and our teachers just had to put us in touch with the organisers of the event, which was UCL Advances, who took us through the process from start to finish.

“I had been to UCL a few times, and I knew that it’s a famous university. It was really good to meet students who communicated with us on the same level – we were able to talk about school, the future, even our social lives in a way we can’t always do with our teachers or parents.

“At the first Saturday workshop we were divided into teams of four and we tried out different citrus recipes. I discovered an undeniable talent [laughs] for making lemonade so that was left for me to do most of the time. My
team mates were better at advertising and organising and selling so they were given those roles, although on the day we all supported each other if one task was needed more than another.

"At the second workshop a week later we had to bid for a location for the market stall in an auction. We also had to design a poster and banner to make the stand more visible. There were prizes for the best poster, and we won a £50 Amazon voucher.

"On the morning of Citrus Saturday, we met at the market to get everything ready. UCL had delivered our fruit from local stalls outside the tube station from our budget. On the day itself we sold around 100 cups of lemonade. Our parents and teachers came by to support us and many of our customers asked us what we were doing, and why. We made around £30 profit each.

"I enjoyed the day so much that I decided to take part again this year. This time we knew where the best stands were, so we bid for a new location, and we tried to improve on our advertising.

"I’d like to carry on being part of Citrus Saturday, so I approached Jack [Wratten, the new Citrus Saturday Manager] about volunteering. I think my experience would be very useful and it would be a chance to make a contribution to the charity. It would also help me to get into a good university.

"I feel I have gained new skills and increased my knowledge of entrepreneurship which will help me a lot in later life. If I were to become an entrepreneur, I would start a business in travel or technology. I admire Lord Sugar because he has been exceptionally successful, starting at the bottom and reaching the top, and he has become a TV celebrity as well.

"I am very pleased to hear that Citrus Saturday is spreading its message to other places in the UK and is going into other countries in Europe. I’m proud that it started in Camden, though, and that my school was picked to take part. Otherwise I wouldn’t have heard of it, and I think that would be a loss."
About UCL

UCL (University College London) was established in 1826 and is ranked as one of the world’s top-ten universities. The university is a modern, outward-looking institution, with more than 4,000 academic and research staff committed to engaging with the major issues of our times. It has a global reach, with 34% of its students coming from outside the UK, from almost 140 countries.

www.ucl.ac.uk

About UCL Advances

The centre for entrepreneurship at UCL, UCL Advances, offers training, networking and business support for staff, students and external entrepreneurs to encourage and enable new enterprises to get going. Unique in the UK Higher Education sector, its primary role is to promote a culture of entrepreneurship on campus and engagement with entrepreneurs and small businesses beyond UCL’s boundaries, and currently delivers over 30 activity programmes.

UCL Advances is affiliated with UCL Enterprise, which provides UCL’s structures for engaging with business for commercial and societal benefit.

www.ucl.ac.uk/advances
www.ucl.ac.uk/enterprise

About Public Outreach

UCL is committed to supporting the creation of start-up businesses in a range of ways, including enabling younger people to find out about starting their own business. UCL Advances created Citrus Saturday to give teenagers a chance to learn about business-basics including budgeting, product design, customer services, sales and advertising — they then get the chance to create their own business making and selling lemonade to the public!

Any organisation can use the Citrus Saturday template to run the programme for their young people and each year a group of UCL students run one for local children — it’s a great chance for the young people to come into UCL and interact with the staff, students and facilities. They are treated as adults and get to use the university buildings and resources while attending a series of workshops to learn the business-basics and then as a base for their lemonade businesses.

This is a novel and engaging way to reach out to communities that wouldn’t naturally interact with UCL, giving the local young people a chance to do something fun, rewarding and unique.

www.citrussaturday.org

About Student Engagement

UCL is keen to help those students who are entrepreneurial to develop their ideas further. This is supported through the UCL Advances’ Student Venture Program – a complete programme of support for UCL students that wish to start a business. It includes access to training, mentoring, one-to-one business advice from our in-house advisor, access to loans and grant funding and the use of our Hatchery space.

UCL Advances’ commitment to supporting start-ups extends to younger teenagers through the creation of Citrus Saturday, which we developed to enable young people to learn some business-basics and experience starting and running their own business. Any organisation can run a Citrus Saturday programme and each year a group of UCL student volunteers runs one for local children — it’s a great opportunity for UCL students to learn more about working with young people and engage with their local communities. The volunteers receive training in food hygiene and working with children, they then help run a series of workshops to teach the basic business skills required, then help the teenage entrepreneurs create and run their own drinks businesses, making and selling lemonade to the public. The Citrus Saturday programme runs just after the UCL exam season ends, so it’s a fun and rewarding start to the summer!

www.ucl.ac.uk/studentventures
www.citrussaturday.org