

BY Gosia Glinska ART BY Tomasz Płaskowski

Mia & Tiago

- and -

THE LEMONADE PRINCIPLE



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STORY BY
Gosia Glinska

ART BY
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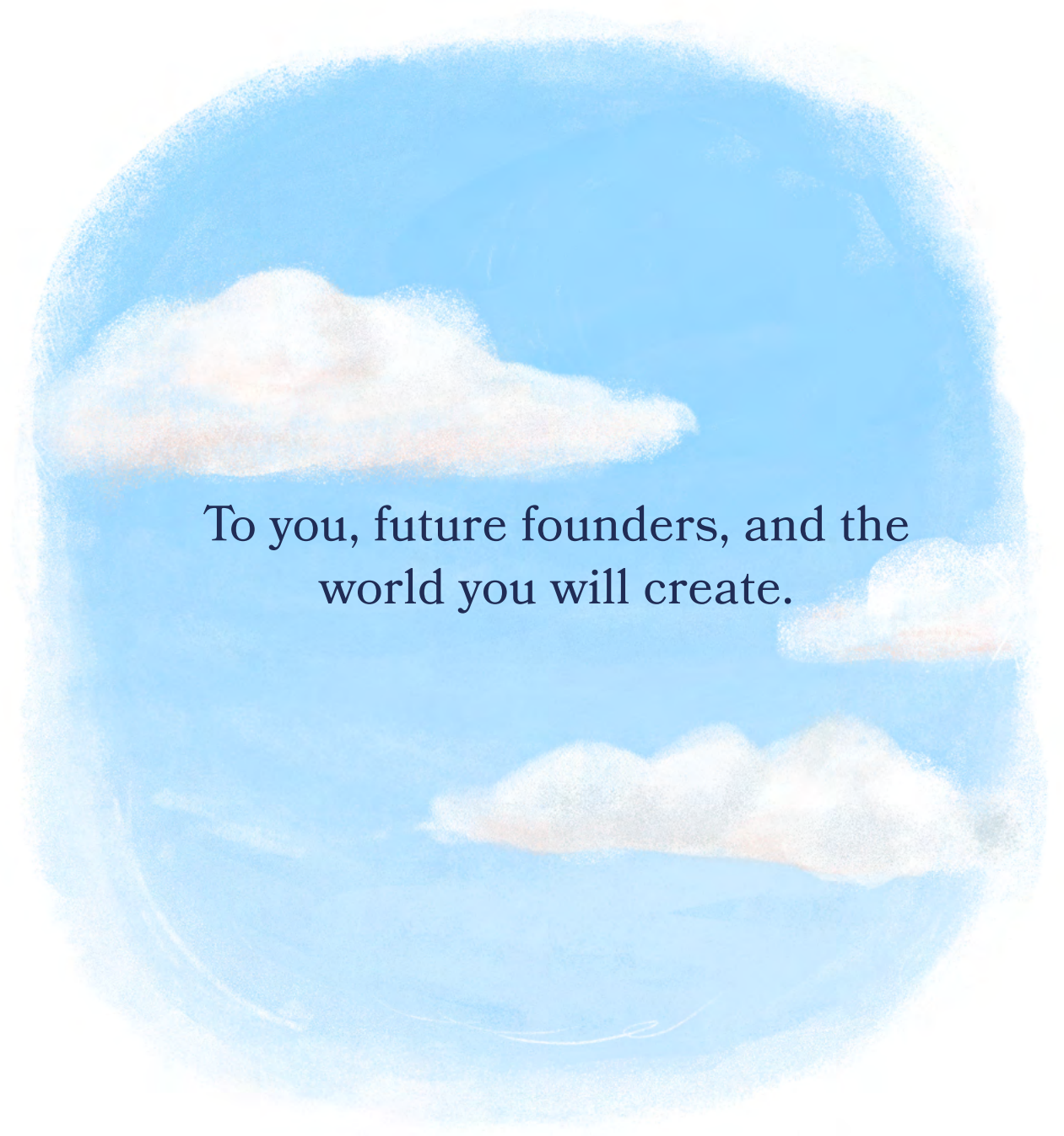
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To you, future founders, and the
world you will create.

“Edison!” Tiago called, “My parents won’t let us build a half-pipe in our backyard!”

Edison Eagle raised his eyebrows. “Build a what?”

“A ramp for doing tricks,” Mia said. “My mom won’t let us either. She doesn’t want me tearing up her lawn.”



“Ramps? Tricks? Like, for a magic show?” Edison asked.

Mia shook her head. “For skateboarding. The only skate park around here closed last month. Building a mini skate park is our new idea for the Moonshots contest.”

“I can build a half-pipe out of plywood,” Tiago said. “Easy-peasy-lemon-squeezy.”

“And I can give skating lessons for money,” said Mia. “The plan is to save the cash to build more ramps.”

Tiago scratched his head. “We’re trying to start with what we have—just like you said.”



“We found a field behind the mini-mart,” said Mia. “It’s perfect for a skate park. But when we called City Hall to get permission to build there, some guy named Mr. Wigglesworth said NO WAY!”

Tiago cut in, “Mr. Wiggly Pants said that the field is reserved for a neighborhood garden. We’re doomed!”

Edison tilted his head. “So you didn’t expect this to happen. The good news? You can actually make this surprise work for you.”

“No offence,” said Tiago, “but I seriously doubt that.”

Edison squinted through his glasses. “Do you know what entrepreneurs do when life gives them lemons? They make lemonade.”

Mia bit her lip. “How are we going to squeeze lemonade out of this fiasco?”

“Ki-ki-ki-keer,” Edison said. “Let me tell you a story.”



The Story of Rhoback's Rescue

Kristina, Kevin and Matt founded Rhoback, a company to make t-shirts, polos and hoodies for adults who enjoyed outdoor activities.

Golfers, tennis players, paddleboarders and water skiers loved Rhoback's clothes.

Business was booming.

