

Inspiring Ideas



Learn To Earn

(NAPSA)—Entrepreneurship is, for many, part of the American Dream. Now you can get inspiration for starting your own business from the pros.

A new film, “Lemonade Stories,” profiles some of the world’s leading entrepreneurs, including Richard Branson (Virgin), Arthur Blank (Home Depot and the Atlanta Falcons), Russell Simmons (Def Jam) and Kay Koplovitz (USA Network).



Richard Branson and his mother Eve discuss his boyhood.

They share the secrets of their success and how their mothers inspired them.

A teaching guide has discussion points, exercises and activities, and a primer on how to start a business. This guide and film are appropriate for corporate, business school, from middle school to college, and parenting classes.

The film and guide (www.lemonadestories.com) are produced by Babson College in Wellesley, Massachusetts (www.babson.edu)—the Number 1 college in the U.S. for the study of entrepreneurship, according to U.S. News & World Report—and by 50 Eggs, Inc. and Staples, Inc.

“Entrepreneurs are raised, not born,” says the award-winning director of the film, Mary Mazzio, founder of 50 Eggs, “as these leading entrepreneurs and their mothers prove.”