SECRET MILLIONAIRES CLUB

1ST ISSUE!

FEATURING WARREN BUFFETT

IN THIS ISSUE: "LEMONS TO LEMONADE"
SECRET MILLIONAIRES CLUB

EPISODE 1:
LEMONS TO LEMONADE

RADLEY, WOULD YOU DO THE HONORS?

TODAY’S SESSION OF THE SECRET MILLIONAIRES CLUB IS HEREBY CALLED TO ORDER!

BAM!
“It is so cool when that happens!”

“What’s cool? What did I miss?”

“Only the initiation of the meeting.”

“We have yet to report the minutes of our previous meeting, for which I have copious notes...”
SORRY, NOTE BOY...

...BUT WE HAVE A SERIOUS FINANCIAL EMERGENCY!

OH WELL, FOR THAT I GUESS WE CAN SKIP THE MINUTES.

BUT I... VERY WELL.

ELENA, CAN YOU DEBRIEF US AS TO THE PARTICULARS OF THE ALLEGED EMERGENCY?

OKAY! MY FRIEND, BRITTANY, HAS THIS LEMONADE STAND.

SHE’S TRYING TO RAISE ONE HUNDRED AND TWO DOLLARS SO SHE CAN GO ON THE CLASS TRIP!

THAT’S VERY ENTERPRISING OF HER!
THE PROBLEM IS, NOBODY’S BUYING HER LEMONADE!

Boop! Beee!

AND SHE HAS TO HAVE THE MONEY IN 24 HOURS!

I LOVE A GOOD MYSTERY!

LET’S SEE WHAT CLUES WE CAN DIG UP.
Okay, maybe her lemonade stinks!

Nope, her lemonade is top grade!

Quality: check!

I get it.

I’ll bet there are like sixteen other lemonade stands on her block.

N.O. she’s got a hopscotch on the whole block.

Hopscotch? Don’t you mean monopoly?
I KNEW IT WAS SOME GAME...

SO, TRANSLATING ELENA-SPEAK...

QUALITY

NO COMPETITION

THEN IT CAN ONLY BE ONE THING--

ZERO COMPETITION. CHECK!

--SHE’S CHARGING TOO MUCH FOR A COLD GLASS OF LEMONADE.

UH-UH, IT’S ICEY BUT NOT PRICEY!

BOINK!
TOSS!

Hey, my ball!

So, secret millionaires, what essential element for a successful retail business is missing?

Quality ✔️
No Competition ✔️
Price ✔️

Satisfactory price point! Check!

I got it!

There is no market for lemonade!

Boink!
THAT’S NOT A BAD THEORY, JONES, BUT I KNOW I REALLY ENJOY A NICE COLD LEMONADE FROM TIME TO TIME AND I’M SURE I’M NOT THE ONLY ONE.

AS A MATTER OF FACT, ACCORDING TO MY DATA, SOFT DRINK SALES ARE USUALLY MAXIMIZED DURING THE WARMER MONTHS.

I GIVE UP! IT’S A TOTAL MYSTERY!

I’LL NEVER FIND THAT BALL!

CAN’T FIND IT!

THAT’S IT!

LOOK!

TAKA TAKA TAKA!
Brittany lives on a totally quiet street!

No one can find her!

I think you’ve solved the mystery, Elena! In order to establish a healthy customer base, a retail business has to have a good location!

Who do you think gets more business, a store on a side street or a store on main street?

So we gotta help her find a better place to sell her stuff!

I would venture to say main street, of course!
WE’LL HAVE TO INITIATE A COMPREHENSIVE RESEARCH PROJECT.

THAT WON’T WORK, EINSTEIN. IT’LL TAKE TOO MUCH TIME!

I GOT TIME. SOCCER PRACTICE WAS RAINED OUT!

WAIT A MINUTE! SOCCER BRAT JUST GAVE ME AN IDEA FOR A SUPER LOCATION!

I DID?

OH YAEEH.

I DID THAT ON PURPOSE.
NOW THAT YOU KIDS SET UP BRITTANY’S LEMONADE STAND AT THE SOCCER FIELD, SHE’S DOING SO WELL, SHE MADE THE DEADLINE WITH TIME TO SPARE!

OKAY, NOW WHERE’S JONES WITH OUR LEMONADE?

I THINK WE MAY HAVE TO POSTPONE IMBIBING THE LEMONADE. JONES’ COORDINATES SEEM TO BE THE INCORRECT LOCATION.

YEAH, THE END OF THE LINE!
Hey kids, Warren Buffett here! Just like a retail business needs a good location to attract customers to its store, you need to think of location too. When you are in a classroom, it is best to sit in a place where you can listen to the teacher. The better you are located and able to pay attention, the better you will do in school. So remember: location, location, location – pay attention and listen to learn the most you can.