

Forget Lemonade Stands: Kidpreneur Kits Turn Kids Into \$100/Hour Entrepreneurs



San Diego, California May 22, 2025 ([IssueWire.com](https://www.IssueWire.com)) - *Serial entrepreneur and 11-year-old daughter create new "Kidreneur" kits that teach children entrepreneurship while keeping them off screens and filling their piggy banks*

After watching his daughter Chloe struggle to make money with a traditional lemonade stand, one San Diego father discovered something remarkable: kids can earn \$100 an hour selling slime. Now, he and Chloe are launching My Lil Startup, offering complete business-in-a-box kits that transform children ages 6-12 into successful entrepreneurs.

"The lemonade stand was messy, Chloe didn't enjoy making lemonade, and honestly, she wasn't making much money," said Jon Carder, founder of My Lil Startup and serial entrepreneur who has built eight companies and raised over \$100 million in venture capital. "But when she switched to selling something she actually loved creating – slime – everything changed. She sold \$100 worth in less than an hour at her first slime sale. The neighbors couldn't get enough."

The Kidreneur Slime Kit (\$39.95) arrives with everything needed to launch a profitable slime business: 20 pre-made slimes ready for decorating, marketing flyers for neighborhood promotion, thank you cards for customers, and comprehensive educational materials about entrepreneurship, marketing, and sales. A secret envelope awaits young entrepreneurs when they hit their first \$50 in sales.

Unlike typical children's activities, these kits actually pay for themselves. At \$5 per slime, kids can generate \$100 in revenue from a single kit – more than double their investment. Beta testers report averaging around \$100 per hour during slime sales, with some ambitious young entrepreneurs purchasing refill kits to keep their businesses growing.

"My friends love decorating the slime and coming up with crazy names for each one," said Chloe Carder, 11-year-old co-founder and Chief Product Officer who personally tests every kit. "The best part is when we count the money afterwards and realize we made like a hundred dollars in an hour. It's way more fun than a lemonade stand!"

Parents are embracing the kits as a solution to multiple challenges. "We're solving the weekend activity dilemma, the screen time battle, and the constant allowance requests all at once," Carder explained. "Plus, the slime comes pre-made, so there's no messy glue mixing in the house. Parents tell us it's the first activity their kids actually beg to do again."

The kit includes thoughtful touches born from real experience: marketing materials teach kids how to attract customers, the decorating process encourages creativity as children name and personalize each slime, and the included tablecloth serves double duty – attracting customers at slime stands and protecting coffee tables during decorating sessions.

My Lil Startup offers three options:

- Kidreneur Slime Kit: \$39.95 (20 slimes, \$100 earning potential)
- Starter Bundle: \$59.95 (includes slime sale tablecloth, free shipping)
- Mogul Bundle: \$99.95 (includes tablecloth plus refill kit with 40 additional slimes, \$300 total earning potential)

The father-daughter founding team plans to expand beyond slime, developing kits for other kid-friendly businesses that combine fun, education, and real earning potential. Despite Carder's track record of raising venture capital for previous ventures, he and Chloe are deliberately bootstrapping My Lil Startup.

"I've built companies with hundreds of employees and raised nine figures in funding, but this time Chloe and I are bootstrapping it together so she can learn every aspect of building a business from the ground up," he explained. "Our mission is to inspire one million kids to become kidpreneurs. This isn't just about selling slime – it's about creating the next generation of entrepreneurs."

"This started as a search for a better weekend activity," said Carder. "It turned into something that builds confidence, teaches resilience, and shows kids they can create real value in the world. When a 9-year-old comes home with \$100 they earned themselves, that's a life-changing moment."

My Lil Startup Kidreneur Kits are now available at mylilstartup.com.

About My Lil Startup Founded by a San Diego father-daughter team, My Lil Startup creates business-in-a-box kits that transform children into successful entrepreneurs. Led by serial entrepreneur Jon Carder (founder of 8 companies, raised \$100M+ in venture capital) and his 11-year-old daughter Chloe Carder (Chief Product Officer), the company's mission is to inspire one million kids to become kidpreneurs through engaging, educational, screen-free activities that teach real-world skills while allowing kids to earn their own money. For more information, visit mylilstartup.com.

Media Contact: Jon Carder Founder, My Lil Startup Email: press@mylilstartup.com Website: MyLilStartup.com

Note to editors: High-resolution images of children using Kidreneur kits and conducting successful slime sales are available upon request.



Media Contact

My Lil Startup

*****@mylilstartup.com

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