

Entrepreneur

Hello, wonderful young entrepreneurs of Lemonade Day!

My name is Jason Feifer, and I'm the editor in chief of *Entrepreneur* magazine. (That means, among other things, I'm the guy who chooses what goes in every issue.) Usually we put big, famous people on the cover—folks like comedian Kevin Hart, race car driver Danica Patrick, and Amazon founder and CEO Jeff Bezos. But this month, we did something different. I hope you'll be inspired by it.

We put a 13-year-old girl named Alina Morse on the cover. [She built a multi-million-dollar candy company called Zollipop.](#)

Why did we do it? Honestly, it was to inspire people like you. I see the amazing work you're doing—on your own, and with Lemonade Day. I know you're hard-working and ambitious. I know you have big dreams and big plans. And I think that's amazing. You are the next generation of entrepreneurs, and the things you build will make our world better, smarter, faster, and fairer. The most exciting part is: You're already starting to build them. That deserves its place on our cover.

I hope that when you see someone around your age on our cover, you appreciate just how high you can reach. Anything is achievable, if you put the right work into it. This is the power of entrepreneurship: You're going to build your own way to the top.

I'm excited to see what you do next.

Best,



Jason Feifer
Editor in Chief

P.S. In the attached video, I want to show you something about Alina's story that you should carry with you your whole career. [Please watch!](#)