

FINANCIAL FUNDAMENTALS

The Characters



Talia



Liam



Alexis



Karl



Ms. Pockets



The Penny Princess



Jazzy John



The Debt Master

Ms. Pockets

She is the main character who owns and runs the wacky, whimsical Lemonade Stand. While enjoying a visit to her stand, children reveal their financial dilemmas. Using her unique, fun style, Ms. Pockets™ helps answer their questions and encourages kids to put on their “Thinking Caps™” -- and come up with their own solutions to problems.

Jazzy Jon

He is Ms. Pockets’ employee who invents the never-before-tasted drinks sold at the Stand. Not one who gets it right the first time, or even the second, Jazzy is the epitome of “If at first you don’t succeed... try, try again!” Often talking in a rhythmic way, Jazzy is also known for his impromptu songs, and for creating chaos at the Stand.

The Penny Princess

She is that good voice you hear in your head... your conscience. This character is a strong, confident princess who helps kids find the right answers and teaches values, both money-related and not. To help make her points, she belts out catchy tunes kids will sing long after the show ends!

The Debt Master

He is that bad voice in your head... a weak, mischievous troublemaker who is always trying to lead children astray. He’s entertaining, but his brand of trouble ultimately leaves no doubt in kids’ minds that his way is the WRONG way!