



BROOK T.
SMITH
LAUNCHPAD

FIRST ANNUAL

HIGH SCHOOL
ENTREPRENEURSHIP
CAMP

CLEMSON[®]
UNIVERSITY



FIERCELY
FORWARD





Igniting Young Innovators

High School Entrepreneurs Thrive at Clemson University's Brook T. Smith Launchpad Summer Camp

Clemson University became a hub of entrepreneurial energy as high school students from across the state gathered for an immersive summer camp hosted by the Brook T. Smith Launchpad. Designed to equip the next generation of innovators with the tools, mindset, and mentorship they need to succeed, the program offered a packed schedule of interactive sessions, workshops, and networking opportunities.

Sessions began with learning about concept and journey, where campers explored the fundamentals of turning an idea into a viable business. The momentum built with sessions that included: customers, competitors, and competence, focusing on customer discovery, market analysis, and personal entrepreneurial strengths. By mid-week, participants dug deeper into real-world startup concerns. Sessions such as cash, value proposition, leadership, and teams challenged students to understand financial literacy and team dynamics, essential skills for any startup founder.

The week ended on a high-stakes finale where students presented their business ideas in a formal pitch competition. This simulated pitch environment allowed campers to apply all they've learned, showcasing both creativity and business acumen.

GUEST SPEAKERS

Students were led by a passionate group of 13 in-person speakers from as far away as California. This group included Clemson faculty and expert mentors, each targeting a core element of entrepreneurship, from ideation to investment. Each speaker shared their stories and sparked ideas in students. From real-world lessons to powerful personal journeys, speakers encouraged campers to dream boldly and lead with purpose.



John Hannon, Ph.D.
Clemson Administration
and Serial Entrepreneur
Seneca, SC
Parent



David Huizenga, Ph.D.
Attorney and Serial
Entrepreneur
Salt Lake City, UT



Richard Yeargin
Professor and Serial
Entrepreneur
Greenville, SC
Alumni



Dean Soll
Serial Entrepreneur
Rancho Santa
Margarita, CA
Alumni



Julio Hernandez
Clemson
Administration
Greenville, SC



Lisa Taylor
Chief of Staff/Operations
and Serial Entrepreneur
Alumni



Keith Hudgins
Entrepreneur and
Professor
Clemson, SC
Alumni and Parent



Louis Lynn, Ph.D.
Serial Entrepreneur
and Board of Trustees
Atlanta, GA
Alumni



Leighton Cubbage
Social Entrepreneur
Greenville, SC
Alumni



Rick Richards, MD
Physician and Serial
Entrepreneur
Augusta, GA
Alumni



David Bedard
Retired Executive
Clemson, SC
Parent



Kerry Bedard
Social Entrepreneur
Clemson, SC
Parent



David Abell
Real Estate Developer
and Investor
Jupiter, FL
Parent



47



HIGH SCHOOL JUNIORS
AND SENIORS



28

HIGH SCHOOLS



12

COUNTIES FROM
MYRTLE BEACH TO ROCK HILL



60%

OF STUDENTS QUALIFY FOR
THE SC SCHOOL
FREE LUNCH PROGRAM



DYNAMIC PITCH COMPETITION



6-MINUTE FOCUSED
PRESENTATIONS



INNOVATIVE
BUSINESS IDEAS

PITCH WINNERS

1 KYRO TAPE

An athletic tape made of polyvinyl alcohol fabric to cool down athletes by placing it primarily on wrists and ankles to cool them down efficiently, to prevent exhaustion.

- Elliot Power (Greenville, SC)
- Skylar Platt (Myrtle Beach, SC)
- Dallas Smith (Columbia, SC)
- Madison Wilson (Richland, SC)
- Za'Lea Lomax (Ninety-Six, SC)

2 SOAPIFY

A soap bar for young adults who have struggled with clear skin. The soap is made using all-natural ingredients to heal and protect skin, along with being customizable in different shapes, scents, and colors.

- Roy Vargas (Seneca, SC)
- Pierre Rouvery (Greer, SC)
- Camryn Robertson (Columbia, SC)
- Adrian Lewis (Ninety-Six, SC)
- Malayah Kenny (Columbia, SC)

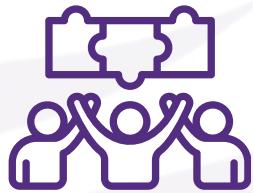
3 RECAN

A trash can that can vacuum seal and re-bag itself with the push of a button located on the front. An automatic open/close lid with a sensor is included.

- Anna Lewis (Greer, SC)
- Giovonni Miller (Conway, SC)
- Holden Navis (Piedmont, SC)
- Brelyen Pertell (Spartanburg, SC)
- Taleyah Jennings (Columbia, SC)



TESTIMONIALS



“Without this camp, I would never have considered the future I’m now envisioning. I didn’t know I could dream this big. This experience showed me there are more possibilities than I ever imagined. I’m leaving with excitement and confidence in my future. Thank you!”

“The Entrepreneurship Camp didn’t just make me want to apply to Clemson, it inspired me to take more risks in life. I’ve always played it safe, but this experience showed me the power of stepping outside my comfort zone to build confidence and reach goals.”

“This camp greatly impacted my life by changing the way I view the world and exposing me to insights from truly inspiring people.”

ENTREPRENEURIAL SPIRIT





THANK YOU TO OUR SPONSOR

**BROOK T.
SMITH
LAUNCHPAD**



**MILLIKEN
& COMPANY**
CHARITABLE FOUNDATION

Your generosity and passion have helped the Clemson University Brook T. Smith Launchpad carry out our goal, ambition, and dream to change these students' lives forever. We remain fiercely grateful for your steadfast support.

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