



**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 Cabbage  
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



10 GROUPS

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

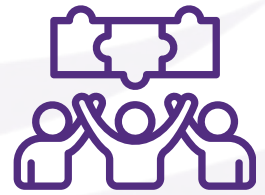
A trash can that can vacuum seal and re-bag itself with the push of a button located on the front. An automatic open/close lid with a sensor is included.

- 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.

**FIERCELY  
FORWARD** 

