

Entrepreneurship & Innovation

WOFFORD COLLEGE

Launch Scholarship Program Overview

We are a community dedicated to bringing innovative ideas to life. We understand that every great company is built around the needs and desires of its customers. As entrepreneurs, we practice a methodology of building, testing and learning. We celebrate our failures and look forward to the opportunity to iterate upon our ideas and take action again.

The launch scholarship program has students from all different backgrounds, studying subjects across many academic disciplines. Functionally, the program works like this: The fall semester of your first year you are expected to join the Entrepreneurship & Innovation LLC and required to participate in our introductory course, Foundations in Entrepreneurial Thinking. Using the foundational skills acquired in the course, you will immediately dive into launching your first entrepreneurial venture. Students meet in small groups twice per week; once to discuss their progress, share ideas and plan for a productive week ahead; second in our co-working space where they will work collaboratively to make progress on their ventures.

Frequently Asked Questions

- 1. How many students are in the program?** Approximately 40. Each year we typically invite 8-12 students into the program.
- 2. What is the weekly time commitment?** Students can expect to spend an average of one hour per day, or 7 hours per week in the program. The majority of time is on one's own schedule. Students participate in weekly check-in meetings led by members of the Leadership Committee, in addition to weekly co-working hours.
- 3. Will I start a company by myself or with a team?** – Entrepreneurship is a team sport, and we highly encourage students to have, at minimum, one co-founder.
- 4. Will I continue to work on the venture I started in High School?** That depends... The program will expose you to a number of different business ventures and ideas; this may lead to you re-imagining where you want to invest your time. While you are not bound to one venture for the duration of your time in the program, once you get past the initial developing stages, we will encourage you to stick with one venture for at least a year – this is for your learning benefit, as much of the entrepreneurial process is focused around learning in the unknown, which requires sufficient time and energy be spent in one concentrated area of exploration.
- 5. What support will I get?** In addition to regular advising from experienced entrepreneurs and entrepreneurship educators, you will have access to our co-working space, specialty workshops, grants, low-interest micro loans, the opportunity to pitch in the Terrier StartUP Challenge, as well as for-credit opportunities to develop your startup, and more.
- 6. Do I have to re-apply for the scholarship every year?** No. If you continue to meet the requirements of the program, and showcase a positive attitude, your scholarship will

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automatically renew each year. Unfortunately, we have had to remove students from the program in the past. This can be avoided by working hard, showing up to our mandatory meetings and events, and making forward progress. Every entrepreneur in the world has experienced failure; it's part of life, and a big part of entrepreneurship. You will never be graded poorly for a failure (as long as you are trying), in fact, we celebrate learning from our failures!

- 7. What are some of the other businesses or social enterprises in the program?** Here are a few examples of companies that students have formed in the Launch program.

Alumni Ventures – <https://wofford.edu/academics/entrepreneurship-innovation/about>

Current Student Ventures – At any given time there are dozens of students in various stages of starting or building innovative ventures at Wofford. Below are a few examples of current startups:

- a. Techshelf** – A patent-pending wireless charging shelf designed specifically for college dorm rooms. <https://techshelfcharging.com>
 - b. Form** – Form is filling a gap in the \$72billion yoga-apparel industry by launching the first yoga-specific footwear line.
 - c. La Playa** – La Playa is a sustainable athletic apparel company which uses recycled materials pulled from the ocean; coconut, plastic, seaweed, as the primary material in its fabrics.
 - d. Skyshutter Media** – A marketing agency with a focus of video. <https://www.skyshuttermedia.com>
 - e. She's Here** – There is a major stigma around menstruation in sub-Saharan African schools; girls are missing twenty percent of their year to not offend or be humiliated by their male teachers and peers. Schools lack the educational resources needed to shift the cultural ignorance around menstruation - at the same time, young girls have no access to the feminine hygiene products needed to attend school without risking embarrassment. She's Here is a social enterprise working to keep African school girls in the classroom. By selling hand-made African jewelry in the United States, She's Here is able to raise awareness, and the funds necessary to make an impact on this detrimental situation. <https://www.shesherecampaign.com>
 - f.**
- 8. What Major do most LAUNCH students pursue?** Our program is comprised of students from varying academic backgrounds and interests. Entrepreneurs come in all different shapes and sizes, and one's major doesn't (and shouldn't) define whether or not one can be successful as an entrepreneur.