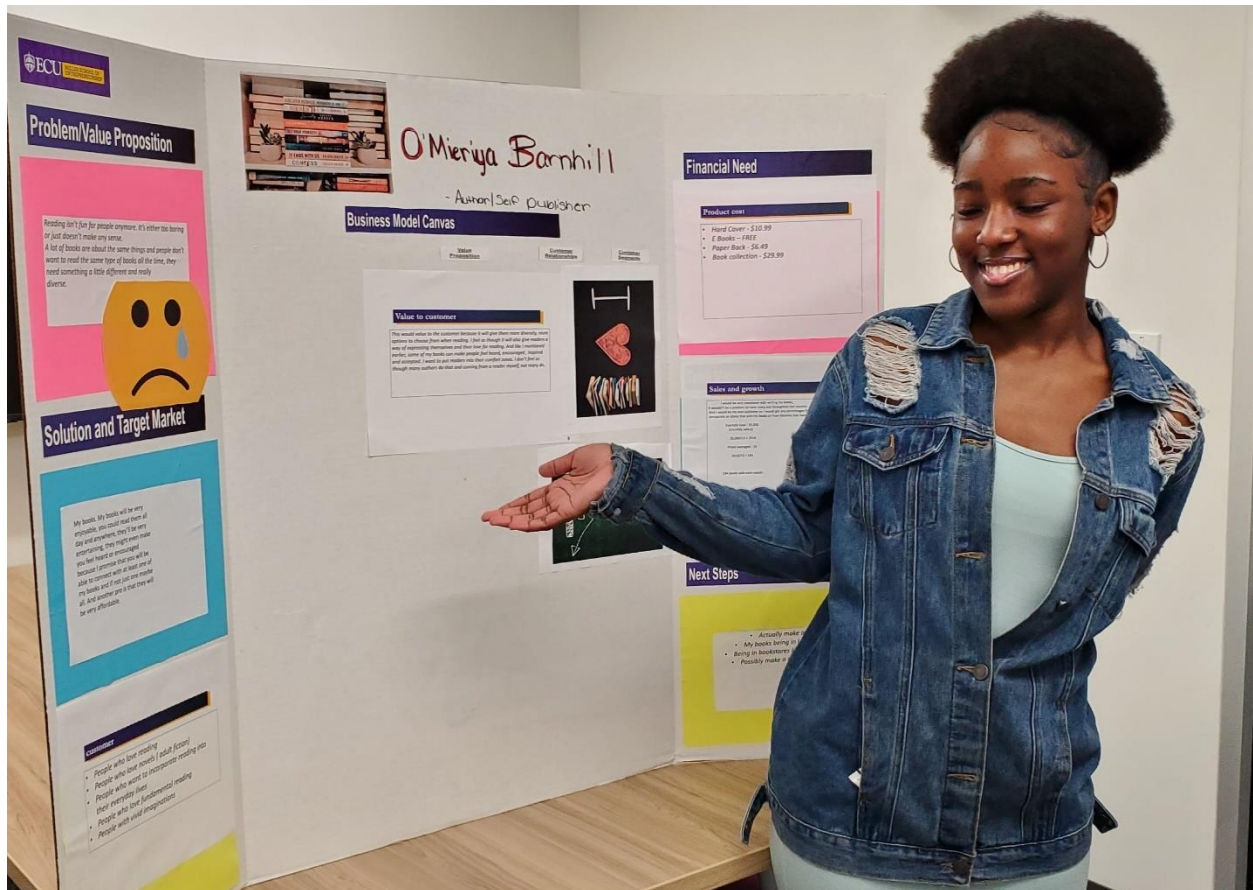


Profiles of Summer Innovation Academy Students

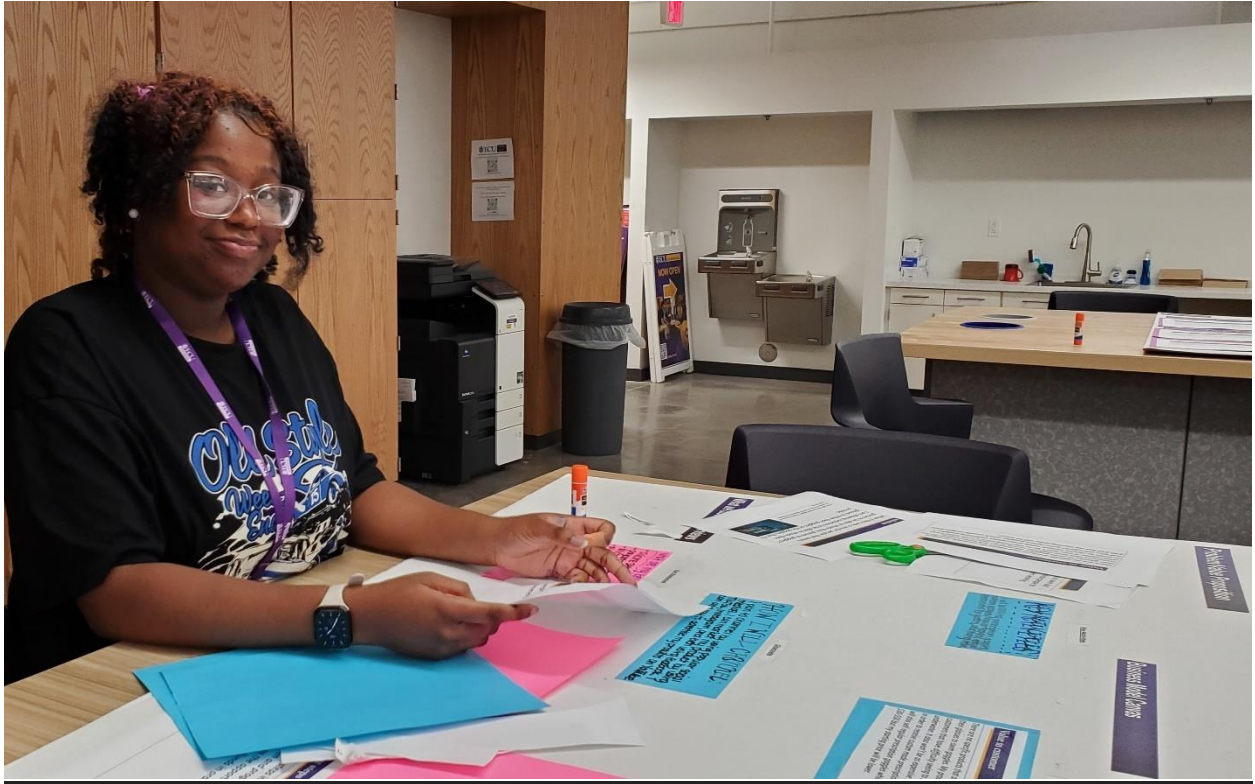
July 21, 2023



Student: **O'Mieriya Barnhill**, 15, rising sophomore at North Pitt High School, Bethel, N.C.

Business Idea: author and self-publisher of fiction books

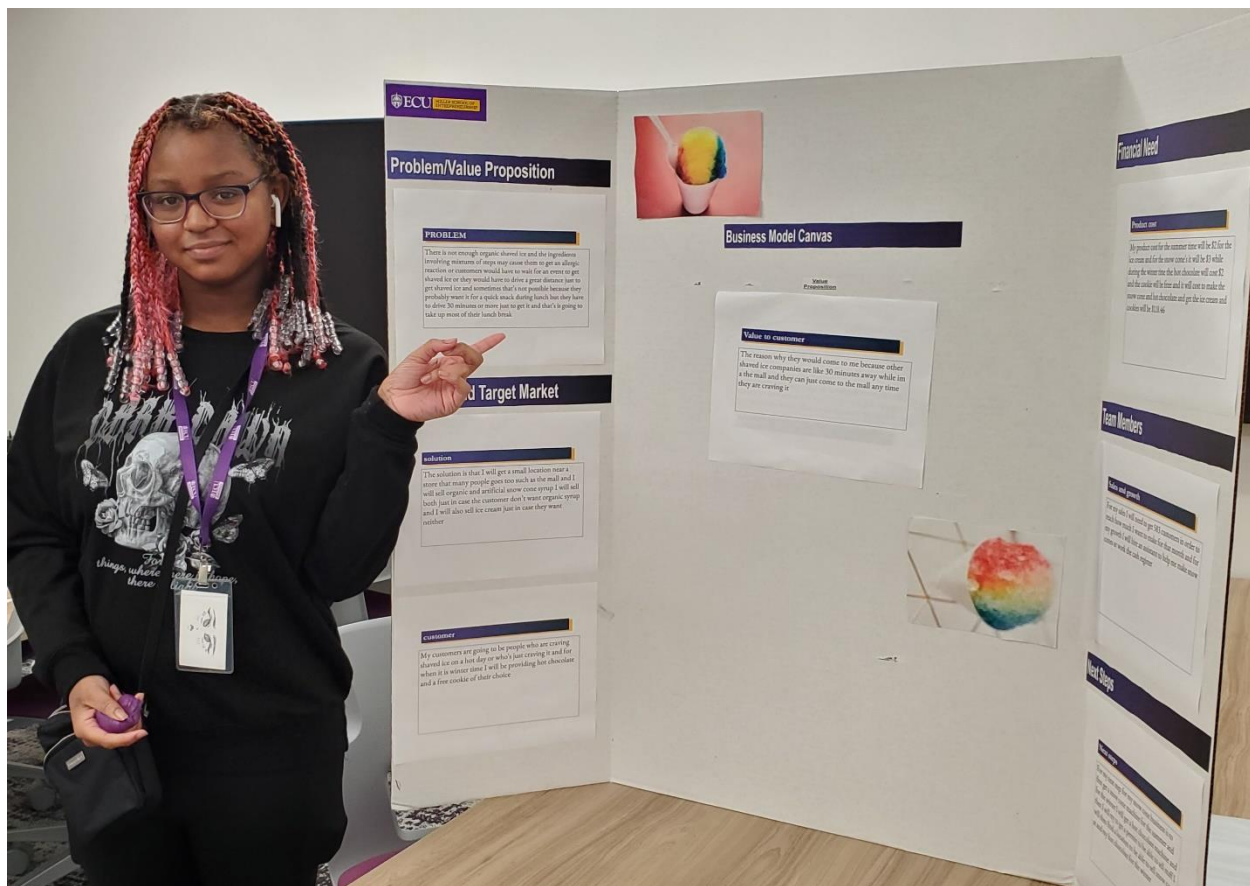
Highlights: O'Mieriya said she learned that, as an entrepreneur, you are not better than your competitor or your customer, meaning that you shouldn't underestimate other people.



Student: **Desiree Coles**, 16, rising junior at South Central High School, Winterville, N.C.

Business Idea: an attachment that allows glasses to function temporarily as swim goggles

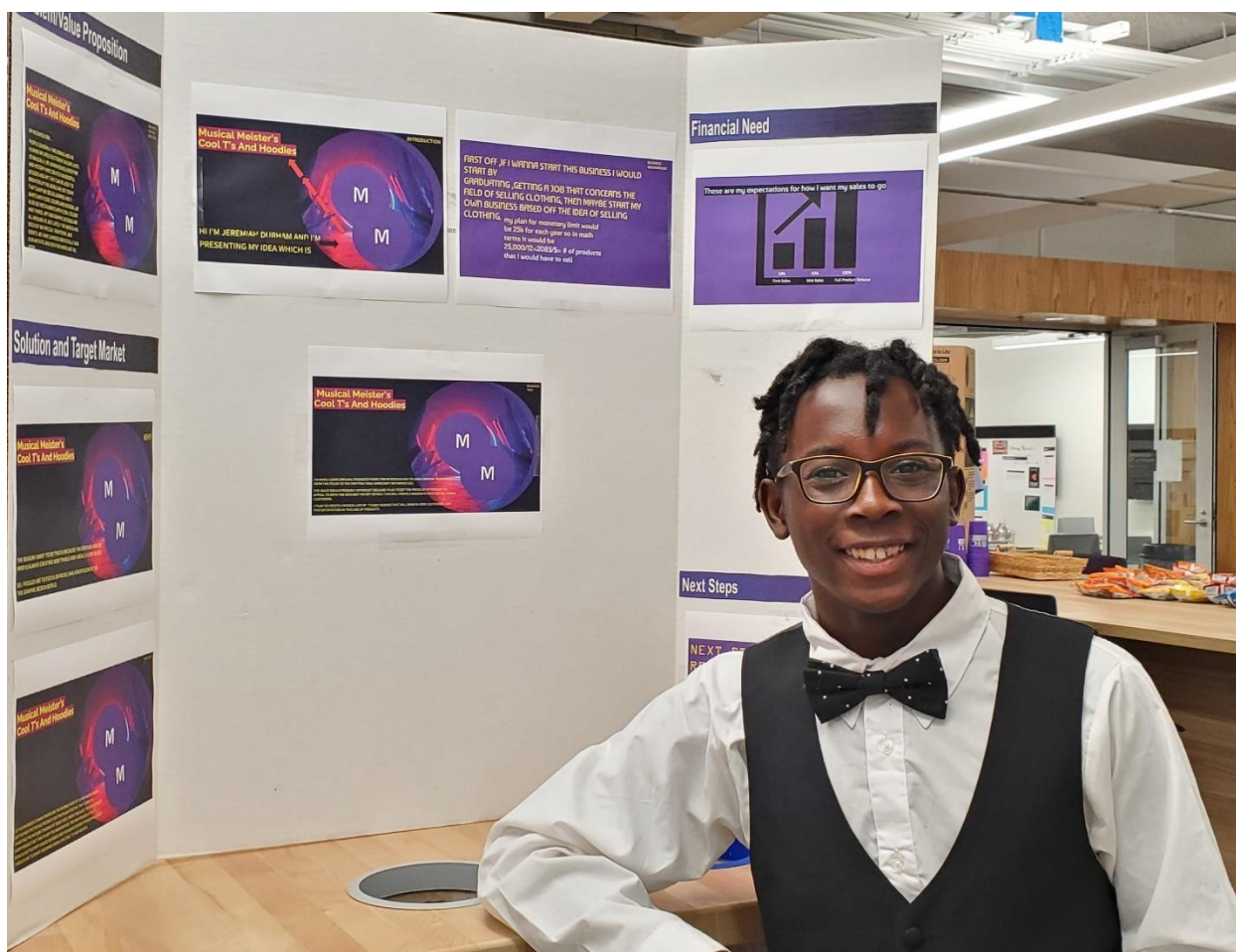
Highlights: What Desiree liked best about the camp was how she learned different forms of information in terms of starting a business, for example, how to trademark a logo and how to pitch her ideas. She learned how to calculate how many sales she would need per month in order to make \$250,000 per year. She also learned how to hook people with her pitches.



Student: **Destinee Coles**, 13, rising freshman at South Central High School, Winterville, N.C.

Business Idea: shaved ice made with organic syrup

Highlights: Destinee appreciated how the camp leaders interacted with the students. She found conversations to be intriguing, and she also enjoyed the food.



Student: **Jeremiah Durham**, 16, rising junior at South Creek High School, Robersonville, N.C.

Business Idea: "Musical Meister's Cool T's and Hoodies" (clothing related to the music industry)

Highlights: Jeremiah liked the food and the learning experience that the Summer Innovation Academy provided.



Student: **Isaiah Godley**, 16, rising junior at South Central High School, Winterville, N.C.

Business Idea: ankle braces designed for individual athletes

Highlights: Isaiah liked the guest speakers that were brought in, especially Kristi Overton, who is an athlete like him. Kristi, a water skier, explained how lessons she learned in sports helped make her a better entrepreneur. For example, as a skier she would fall down and get back up. As an entrepreneur there were times when she was met with obstacles, such as grants being denied, but she kept going and trying again. Isaiah was chosen to be one of three students to pitch his idea to an audience of peers, family members, ECU staff, community stakeholders and other guests at the end of the week.



Student: **Jamia Jones**, 14, rising freshman at D.H. Conley High School, Greenville, N.C.

Business Idea: water filtration systems for countries in need

Highlights: Jamia enjoyed meeting new people, and she also liked how the academy encouraged students to think "outside the box." She liked hearing the guest speakers. Jamia found that learning about how other people think and hearing about their journeys was really encouraging.



Student: Zemira Jones, 14, rising freshman at D.H. Conley High School, Greenville, N.C.

Business Idea: mentoring service for youth, ages 10-13

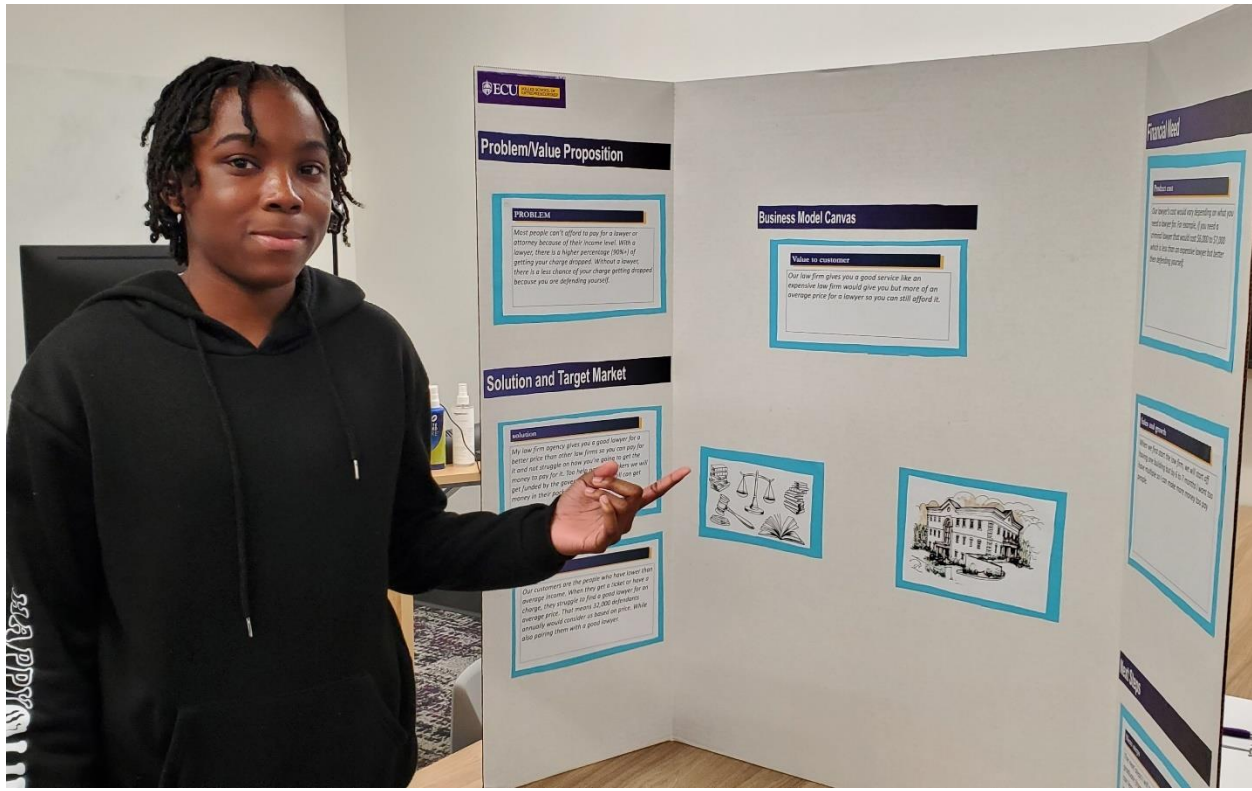
Highlights: Zemira liked how students were allowed to design a business about anything and not be judged. People were able to talk freely. She enjoyed hearing the guest speakers and working with instructor Corey Pulido.



Student: **LaKiara London**, 15, rising sophomore at D. H. Conley High School, Greenville, N.C.

Business Idea: a production company that serves as an umbrella organization for a variety of different arts

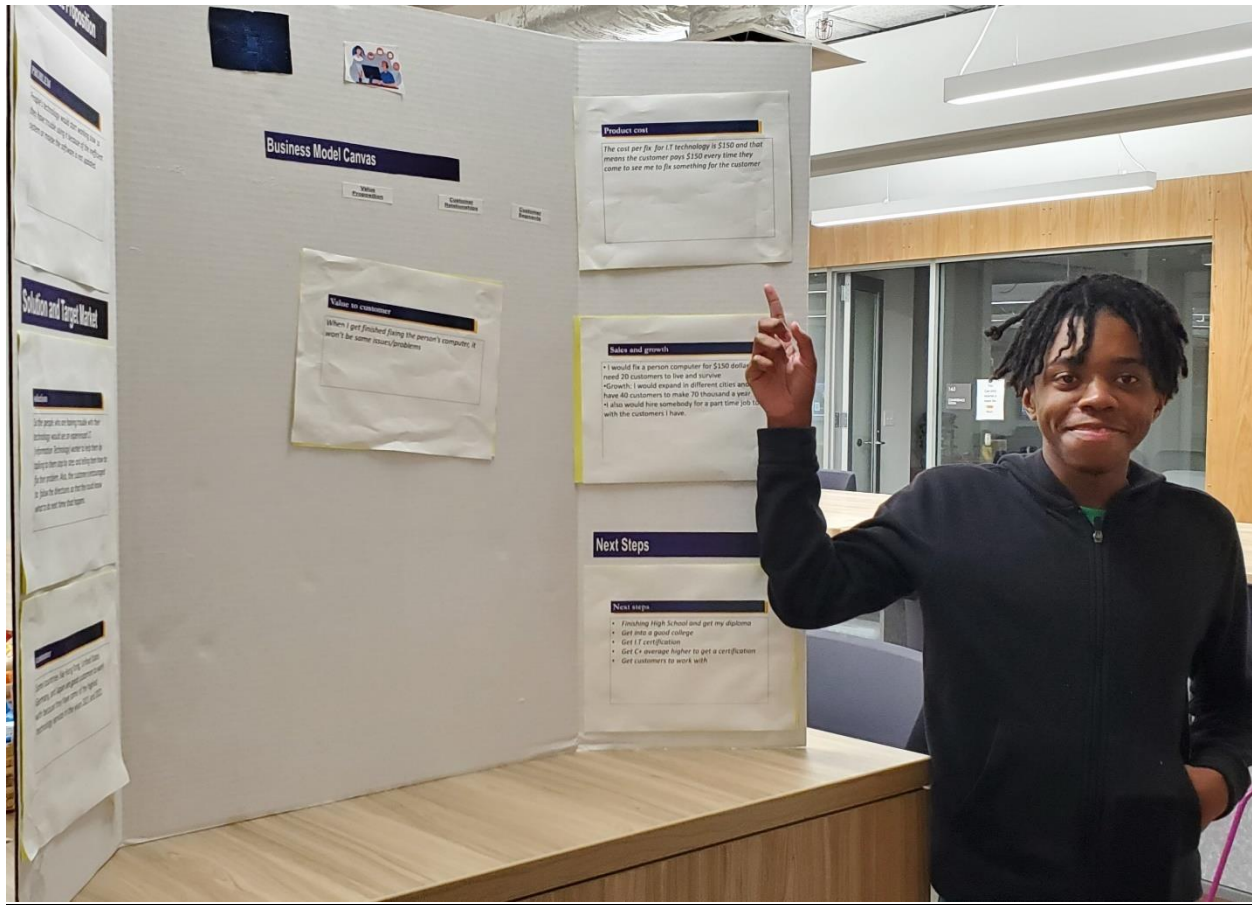
Highlights: “It’s been fun!” said LaKiara, who was “happy to be able to do this.” She liked learning about trademarks and copyrights. “I know I would definitely come back next year,” she said.



Student: **Gabrielle (Gabby) Pritchard**, 15, rising sophomore at South Central High School

Business Idea: law firm that provides legal service at an affordable price

Highlights: Gabby liked how the Summer Innovation Academy helped the students learn how to grow a business. She was interested in hearing about the real estate that instructor Corey Pulido owns.



Student: **Kedrick Rogers Jr.**, 16, rising junior at Farmville Central High School, Farmville, N.C.

Business Idea: computer technician service

Highlights: Kedrick liked the food that was served at the Innovation Academy: pizza, hot dogs, hamburgers, tacos and more. Kedrick said he already had an idea for a business, and the academy leaders were good at listening.



Student: **Ashya Thomas**, 17, rising senior at Sallie B. Howard School of Arts and Science, Wilson, N.C.

Business Idea: marketing and design services to help customers build unique brands

Highlights: Ashya liked learning how to create her own business and appreciated that she was taught to think like an entrepreneur, for example about the need to take risks. She learned about characteristics that are necessary for an entrepreneur. She also appreciated that instructor Corey Pulido is an entrepreneur himself and serves as a role model and that there were other entrepreneur role models at the camp. Ashya was one of three students selected to pitch her business idea to an audience of peers, family members, ECU staff, community stakeholders and other guests at the end of the week.



Student: **Sa'Niyah Williams-Rodgers**, 14, rising sophomore at South Central High School, Winterville, N.C.

Business Idea: "Pretty Soul Boutique"/Nails and Lashes

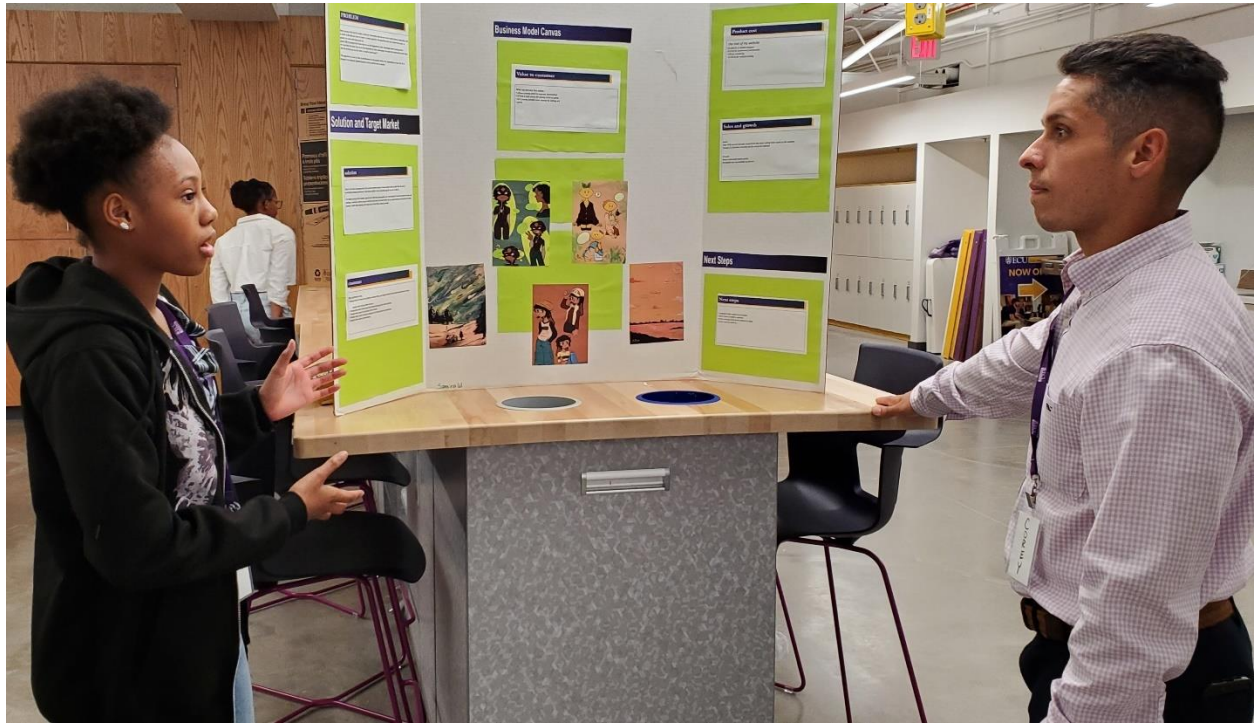
Highlights: Sa'Niyah enjoyed learning about how to protect a business through patents and copyrights. She liked the Summer Innovation Academy because everyone was very involved, people listened and they built the students up, starting with where they are now. Sa'Niyah was selected as one of three participants to pitch her business idea to an audience of peers, family, ECU staff, community stakeholders and other guests at the end of the week.



Student: **Makayla Wiggins**, 13, rising freshman at J.H. Rose High School, Greenville, N.C.

Business Idea: hair weaves and extensions

Highlights: Makayla met a lot of new people and enjoyed the social interaction. She learned how to start a business – what to do and what not to do – and she learned about legal stuff, such as copyrights.



Student: **Samira Williams**, 15, rising sophomore at J.H. Rose High School, Greenville, N.C.

Business Idea: creating a platform so she and other youth can share their art

Highlights: Samira liked how students got to be creative with the idea of coming up with a business. She enjoyed meeting other people and had fun. She learned about advertising her business. She especially enjoyed hearing from a guest speaker who was a news anchor. From that speaker she learned how to be more confident when giving a presentation.