The Entrepreneurship Living Learning Community is a mentoring community intended for Honors Freshman. The E-LLC has a heavy focus on Entrepreneurship as well as helping students to achieve their Big Hairy Audacious Goals (BHAGS). The E-LLC is led by Professor Affonso and a group of dedicated mentors. Without the mentors and Professor Affonso, the E-LLC would not be possible.

Despite the challenges of the Fall 2020 semester, the students of the Honors STEAM ELLC have proven once again they are more than willing to rise to the occasion. This semester the students of the STEAM ELLC mastered the skills of Entrepreneurship Theory and Practice, worked towards achieving their Big Hairy Audacious Goals, and competed in several entrepreneurship related competitions.
STEAM-ELLC Fall 2020 Newsletter

Meet the Mentors

Student Director - Olivia Yalden
ImpactX Student Director - Rex Bingham
STEAM Student Director - Connor Cozad
Digital Marketing Mentor - Jack Bartlett
Consequential Learning Mentor - Caty Greer
Computer Science Mentor - Troy Brennan
Diversity and Inclusion Mentor - Jody Bell
Community is crucial to the STEAM ELLC. COVID-19 has made it difficult to meet as a cohort and discuss course-related material and Entrepreneurial topics, but thanks to ELLC Student Director Olivia Yalden, the ELLC was able to meet on a weekly basis and hear from ELLC Alumni.

Olivia Yalden is an Honors Sophomore from Jackson, New Jersey majoring in Public Health. From a young age, Olivia has had a passion for healing people. Public Health allows for Olivia to not only heal others, but improve upon the systems that allow her to heal others on a national level. Using both her experience with switching her major and care for others, it comes as no shock that Olivia currently serves as the Community Director for the Entrepreneurship Living Learning Community; in this role, Olivia is able to help the current class of ELLC students discover both their BHAGs and the next steps needed in order to achieve those.
The STEAM ELLC is full of some incredibly talented students. That being said, it should come as no shock that despite the COVID-19 pandemic, the STEAM ELLC students racked up several Entrepreneurship Competition wins. Above are some of the STEAM ELLC teams that were finalists in the SC Innovates Competition:

**S.C. Pitch Competition**

**EasyTrac**

Started by Brandon Alston, Channing Smith, Cynara Cooper, and Dylan Outlaw, EasyTrac combines an online marketplace with inventory tracking software. Customers would be able to find their desired products from the nearest stores and at the best prices, all while supporting their local economies.

**ThriftyFishy**

Started by Adam Schaich, Christian Hamner, and Shelby Olive, Thrifty Fishy has the answer to a cleaner ocean. "First, we partner with nonprofit organizations who collect broken-down fishing articles. We then refurbish and recycle. Finally, we resell refurbished items to fisherman at a cheap price."

Rex Bingham is an Honors Sophomore originally from Spartanburg, SC. During his second semester, Rex participated in HONS 390, ImpactX. With the help of his teammates, Lacey Colón and Reagan Kilpatrick, Rex and his team created FoodProof, an algorithm to help the user use food to achieve a desired mood. After achieving much success and personal growth during his time in ImpactX, Rex now serves as the ImpactX mentor for the Entrepreneurship Living Learning Community. Through this position, Rex helps prepare students for the high-intensity learning of ImpactX.
In the classroom, the STEAM ELLC focuses heavily on the fundamental theory of Entrepreneurship. ELLC Students read weekly articles and hear from both local and national Entrepreneurs. The STEAM ELLC takes an interdisciplinary approach to learning; this means that no matter one's major, someone can always gain valuable entrepreneurial skills in the ELLC.

Connor Cozad - STEAM Director

Connor Cozad is an Honors Sophomore double majoring in Data Science and Meteorology. Connor has always had a passion for learning; so naturally, he was a perfect fit for the STEAM ELLC his freshman year. Despite the barriers presented by COVID-19, Connor spent his summer working with Dr. Norman Levine from CofC’s Geology Department to create an app to track and predict flooding in both Charleston and the low-country area. Connor now serves as the STEAM Student Director and assists students in any STEAM related fields.
One of the major lessons in the STEAM ELLC is that consumers do not buy a product; they buy a story. This being said, it is critical that all STEAM ELLC students can tell a story. One of the signature assignments of the STEAM ELLC this semester was an interview assignment. Each of the students were required to interview an ELLC Alumni, Faculty Member, and Entrepreneur. Students then culminated these interviews into a blog post.

Jack Bartlett - Digital Marketing Mentor

Jack Bartlett is an Honors Sophomore from Bristol, Tennessee majoring in Communications and Economics. Jack serves as the Social Media and Storytelling Mentor for the Entrepreneurship Living Learning Community. Within his cohort, Jack works to teach his mentees how to tell compelling stories in an online environment. Jack also currently serves as the Digital Marketing Director for the Center for Entrepreneurship; this opportunity has allowed Jack to gain real-world experience in his preferred field.
DEMOS stands for Disability and Entrepreneurship: Models of Success. In the STEAM ELLC, students create a one minute pitch for a product that incorporate DEMOS. Three STEAM ELLC students are then selected to pitch at the annual DEMOS Pitch for $500. Above are the Fall 2020 results:

1st Place: Addison MacPhee

WalkWithMe is a navigation app that provides users with personalized routes based on their preferred safety level and mode of transportation. Because of the simple design as well as adaptability to the user’s needs, WalkWithMe aligns with the Universal Design principles of flexible and equitable use.

Finalist: Adam Schaich
ControllerDX

Finalist: Channing Smith
FindMyWallet

Caty Greer - Consequential Learning Mentor

Caty Greer is an Honors Sophomore from Richmond, Virginia. During her time in the STEAM ELLC last year, Caty naturally gravitated towards the pitching aspect of the ELLC. Not only did Caty have to pitch her way into the Stuart Williams Impact Scholars, but her DEMOS pitch won her a $500 cash prize – all during her first semester! Using the skills taught in the STEAM ELLC, Caty and fellow Mentor Jody Bell record their very own podcast, The Impact Renaissance. On their podcast, Caty and Jody interview both entrepreneurs and young people making a difference.
A BHAG is one's Big Hairy Audacious Goal. The main "why" of the STEAM ELLC is to help students attain their BHAGs. This is done in the form of weekly BHAG pitches plus networking and advice from both fellow students and mentors. Every week a different mentoring cohort took turns doing a one minute pitch about their BHAG. These pitches were then followed up with both pitching and personal advice from the mentors.

**Troy Brennan - Computer Science Mentor**

Troy Brennan is an Honors Sophomore from Allegany, New York. Even before attending CofC, Troy was a perfect fit for the STEAM ELLC. Troy has been competing in different Hackathons and Pitch Competitions since before attending CofC. Troy has competed in [DBS Global Paradigm Shift Hackathon 2019](https://www.dbsglobalparadigmshift.com), [Charleston Startup Weekend 2019](https://www.charlestonstartupweekend.com), [Infosys Summer of Ideas](https://www.infosyssummerofideas.com), and ImpactX. Of these competitions, several of which are invitation only, Troy and his team have won Startup Weekend 2019 and ImpactX. This in mind, Troy is a valuable asset to the STEAM ELLC, especially in terms of giving pitching advice.
While it is important that STEAM ELLC Students are good students, it is more important that they are good people. Given the social awakening brought on by 2020, the STEAM ELLC holds regular "Critical Conversations". These conversations can range from anything from privilege to Black Lives Matter. Critical Conversations, led by Jody Bell, allow the STEAM ELLC an opportunity to meet outside the classroom and discuss real-world issues.

Jody Bell - Diversity & Inclusions Mentor

Jody Bell is an Honors Sophomore from Greenwich, Connecticut. From an early age Jody has always had a passion for social justice; before attending CofC Jody started a non-profit called In Case of Deportation for children with undocumented parents. Jody made sure to bring her passion for social change with her to the STEAM ELLC; during her freshman year, Jody joined the Stuart Williams Impact Scholars. Today Jody serves as the Diversity and Inclusion Mentor. Jody Bell works hard to incorporate Critical Conversations into the STEAM ELLC.