

The Starting Line

09/22/2023

Building on their entrepreneurial spirit, several students created new businesses through the support of the Huntsman School Entrepreneurship Center.

Thrift Jam



The Thrift Jam Bus

ThriftJam features high-end distinctive vintage clothing and handcrafted modern pieces made from unwearable old clothing. With a focus on sustainability and trendsetting, every item for sale is high quality, and fashionable. The items are sold out of their signature red & white school bus they have transformed into a vintage clothing store on wheels. ThriftJam

is more than just a thrift shop. Their process of reworking garments to keep them out of landfills and in a new closet is the future of socially conscious fashion.

"ThriftJam owes much to the invaluable support provided by Russell Fisher, Mike Glauser, Andy Thunell, and Chalon Keller from the Center for Entrepreneurship. When we initially crossed paths with them during the Entrepreneurship Lecture Series, ThriftJam was merely a part-time endeavor. However, thanks to their mentorship over the span of a few years, ThriftJam experienced remarkable growth, reaching an annual revenue in the six-figure range. Their guidance encouraged us to adopt a more strategic mindset, and they even collaborated with us in developing the original mobile store concept. As students at the Huntsman, we eagerly anticipate the continued mentorship and support that our school provides us."

Logan James
Owner/Operator
Ellie Cram
Owner/Operator

thriftjamco@gmail.com

thriftjam.com

@thriftjamco

@thriftjamco

@thriftjamco

Bison Paddles



Bison Paddles

When Collin Peterson and Daniel Warren started playing pickleball a few years ago, they were hooked. But while shopping for paddles, they had a hard time finding a design they liked. They found other designs crowded or boring, and the designs they found online soon fell apart with regular use.

After looking at hundreds of paddles and finding expensive ones with durability issues, they saw an opportunity to create something better. All they wanted was a good-looking, durable paddle that performed well. When they couldn't find it, they made their own.

The pair also won several different Pitch Competitions offered at the Huntsman School, giving them valuable feedback and the much-needed cash to get started.

"The E Center was a really valuable resource for us. We were surrounded by other entrepreneurs and were connected with a network of people, professors, alumni, and other business owners that helped us get in touch with the right people and help our business grow. The Huntsman School is really supportive of entrepreneurial ventures. The Dare Mighty Things message is what it's all about. The encouragement and support system from the School gave us the courage to take risks. Starting a business is never easy, predictable, or even the "safe" thing to do, but when you have the Huntsman School behind you, you take risks you might not have otherwise."

Collin Peterson
Daniel Warren

bisonpickleball.com

Shake That Cake



Shake That Cake

Shake that Cake began as an idea based on the classic pairing cake and ice cream. Last summer, husband and wife, Bethany and Isaac Dixon decided that it would be fun to start a business together. After buying a flatbed trailer on KSL for just \$500, they invited Isaac's grandpa over (who used to be a contractor/plumber) and got to work. A few months later, they were standing inside their completed trailer serving their new innovative dessert idea to their first customers. Since then, they have expanded their team to include six employees and are steadily gaining a loyal following within the Cache Valley community.

The mission of Shake that Cake is to bring families, couples, and friends together over a delicious treat. They hope to provide an experience for those who visit their business, not just a dessert. At their first location -- located on Main Street -- they put this into practice by having a corn hole set, a fire pit for families to enjoy, and decorative lights, all to provide the best experience they can for those who stop by for a Cake-Shake.

"The Huntsman school was instrumental in providing the theoretical education necessary for a successful business launch as well as fostering the entrepreneurial passion that emboldened us to start Shake that Cake. The E-Center in particular provided mentorship, inspiration, and feedback as Shake that Cake has become a reality. We have been influenced by Jon Huntsman's example of integrity and giving back in business. We hope to live a life that emulates his generosity and kindness - at whatever scale we can. "

Isaac Dixon

Major: International Business and Economics

Minor: Entrepreneurship and Leadership

shakethatcakelogan.com

@shakethatcake_logan

Mad Granola



Madison Larsen

Mad Granola is a thriving and innovative healthy granola company with a remarkable backstory. Fueled by a spirit of entrepreneurship and a desire to make a positive impact, Mad Granola was born. The company's core mission is to offer clean and simple ingredients without compromising on taste. As Mad Granola grows, it will undoubtedly inspire health-conscious individuals to indulge in a delightful and nutritious snacking experience.

Madison Larsen's passion for baking, combined with her dedication to producing a superior product, has set Mad Granola apart from its competitors. The inspiration behind starting the business stems from a heartfelt journey that involved Madison's little brother being diagnosed with celiac disease. Determined to create a granola that he could enjoy and savor, Madison embarked on a mission to craft a granola recipe that would satisfy her brother's taste buds while adhering to his dietary restrictions.

"The Huntsman School offers a vibrant and supportive community of like-minded individuals who share a passion for entrepreneurship. Interacting with fellow students, attending networking events, and participating in business competitions have allowed me to forge valuable connections and gain inspiration from the diverse perspectives of my peers. The collaborative environment at the school has nurtured my entrepreneurial spirit and provided a platform for exchanging ideas and receiving feedback, which has been instrumental in refining my business concept.

The Huntsman School has also provided numerous resources and opportunities for aspiring entrepreneurs like myself. I have taken advantage of mentoring programs, workshops, pitch competitions, and guest speaker events organized by the school. These experiences have exposed me to real-world insights and best practices shared by successful entrepreneurs and industry experts. The guidance and support I have received from the Huntsman School's faculty and staff have been instrumental in overcoming challenges and achieving milestones in my business journey."

Madison Larsen
Creator/Owner
Marketing & Entrepreneurship

madgranolaco@gmail.com

madgranola.com

@madgranolaco

Blue Collar Haulers



Blue Collar Haulers

Blue Collar Haulers started in 2022 with a pickup truck, trailer, and 3 dumpsters. Cody Chew wanted to provide a premium service in the waste industry, which includes clean dumpsters, same day delivery, and excellent customer service. BCH has now grown to over 20 dumpsters and Cody is determined to grow the business while continuing to deliver a premium service to each and every customer. With unique "Turquoise" colored trucks and dumpsters, it's easy to know where Cody is.

"The Huntsman School of business has been a major key player in helping me start this business. I thank every professor for guiding me on how to start and keep a business running. I am also extremely thankful for all the students and classmates supporting me and rooting me on. There is such an amazing environment created at the Huntsman. I am truly grateful for the Huntsman, and everyone that plays a role making it the great place that it is."

Cody Chew
Owner/Operator

bluecollarhaulers.com

@bluecollarhaulers

@bluecollarhaulers

@bluecollarhauleders

The Rollin' Donut



Donuts from The Rollin' Donut

The Rollin' Donut started as a high school FBLA project where students needed to propose business models that could be a new type of business. I had done the research and felt very strongly about the idea, but my proposal didn't place in the top 15 at our state FBLA competition, so I never got the chance to pitch the idea in person. Consider it pride, but I was sold on the idea. I graduated a few months later, went on a 2-year mission for my church, and came home with no idea what I wanted to do. I had some money saved up and decided to bring my project to life. I ordered the equipment I needed to get started and I took a table, my supplies, and a canopy to the park about a mile down the road from my house. It went well and a lot of people liked them! That evening, I decided that I wanted to see where this could take me. My grandparents had an old camp trailer from the 1970's that they didn't use anymore, so my next project consisted of remodeling and redoing the trailer to get it certified by the local health department. Fast forward a few years later, we were able to custom order a bigger, more efficient trailer that catered directly to our systems and processes. We have been blessed with some of the best opportunities and communities in the last few years, being voted as the "Best Food Truck" in the Best of Northern Utah competition. We are excited for what the future holds for The Rollin' Donut!

The Huntsman School has been a fantastic resource. The entrepreneurship leadership series was instrumental in some of the decisions we have made to get to the point we are currently at. There are so many resources to pursue business and ensure that you will live out a meaningful career in a field that you are passionate about. The school is catered for you to succeed, and that is what matters most.

"Create a unique donut experience that combines exceptional quality, innovative flavors, and a warm, welcoming atmosphere." We are heavily involved with the Special Olympics and Unified Sports in Northern Utah. We want to promote inclusion in everything we do.

Ryan Knudsen

Owner

ryan.knudsen@usu.edu

therollindonut.com

[@the.rollin.donut](#)