



SHOP SMALL

& help Monarchs rise



OLD DOMINION
UNIVERSITY



With big dreams and passion, Koby Lomax became an entrepreneur at the age of 15. Today, the Old Dominion University sophomore is CEO of Ardent Candle Company, specializing in scented candles that are aesthetically and aromatically pleasing.

ODU's Strome Entrepreneurial Center provides students like Koby with the necessary tools and guidance to turn passion into an enterprise. In the Strome Entrepreneurial Center, Koby collaborates with other talented student entrepreneurs and has space to work and create. He won ODU's "First Look Challenge," a program helping first-year business students create a business plan for a startup idea.

Koby sells his candles at THE Monarch Way, a retail space giving ODU student and university innovators a way to sell their products at the store or online. Shop for products from Koby and other ODU entrepreneurs at odu.edu/themonarchway.

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Old Dominion University, located in Norfolk, is Virginia's entrepreneurial-minded doctoral research university with 24,200 students, rigorous academics, an energetic residential community and initiatives that contribute \$2.6 billion annually to Virginia's economy.